

7/5/20
2/65

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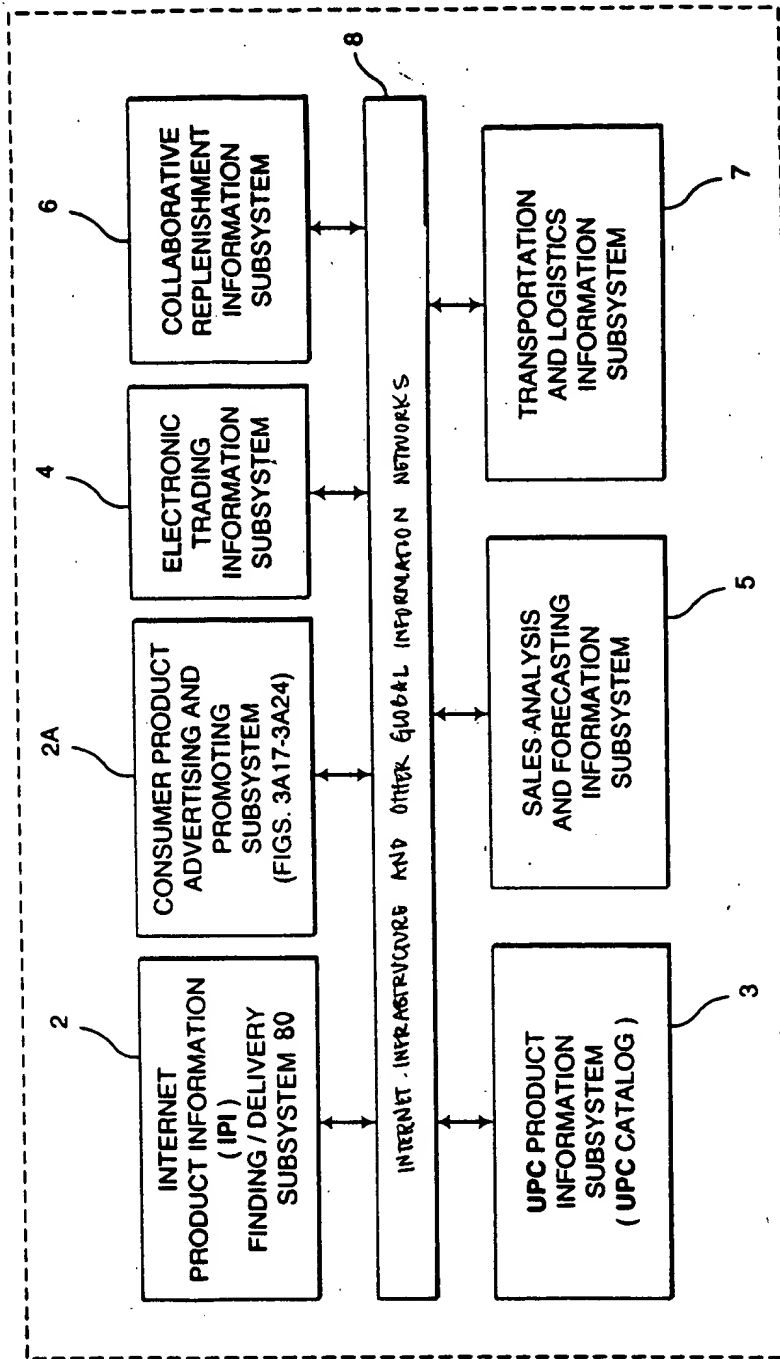


FIG. 1

FIRST ILLUSTRATIVE EMBODIMENT

0044 8855 200

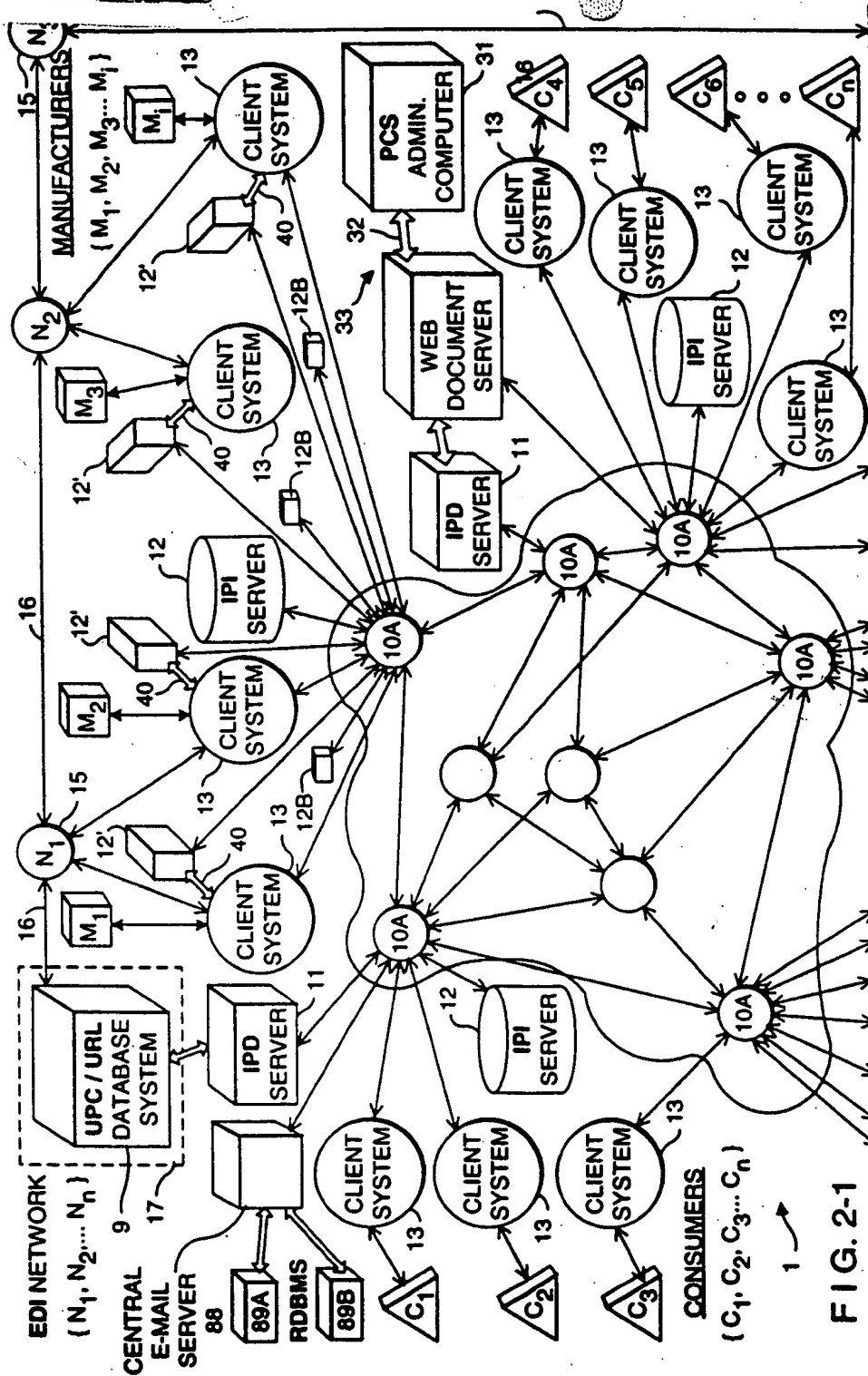


FIG. 2-1

00211-87691-200

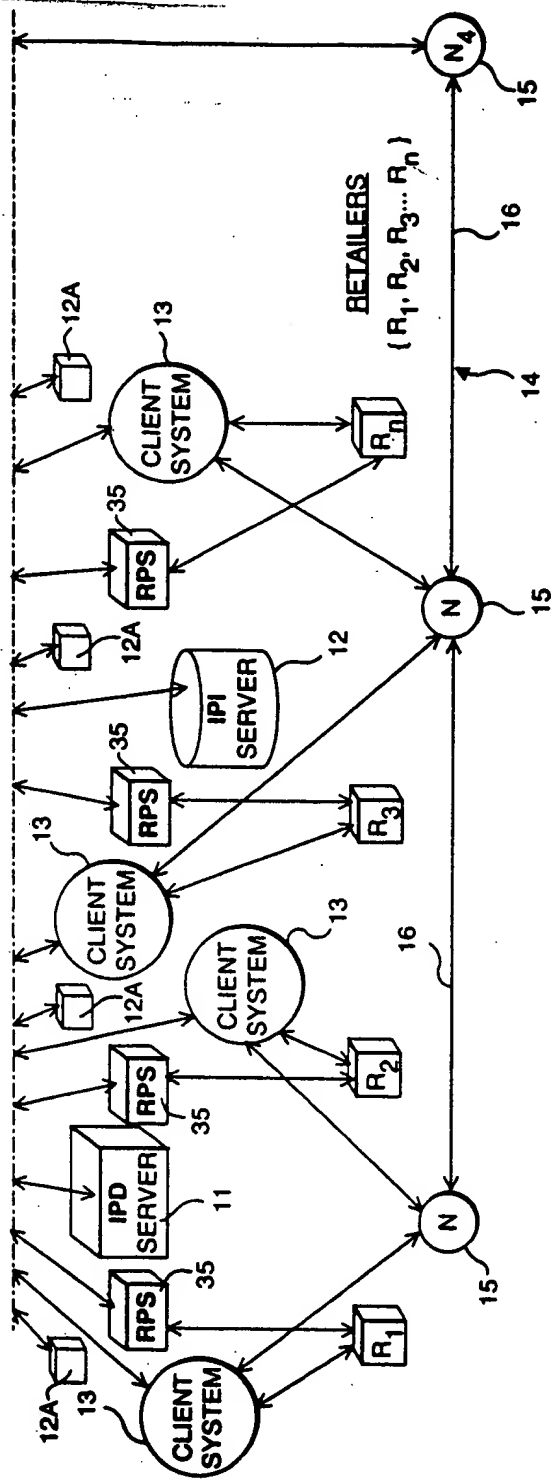


FIG. 2-2

00211-81051-200

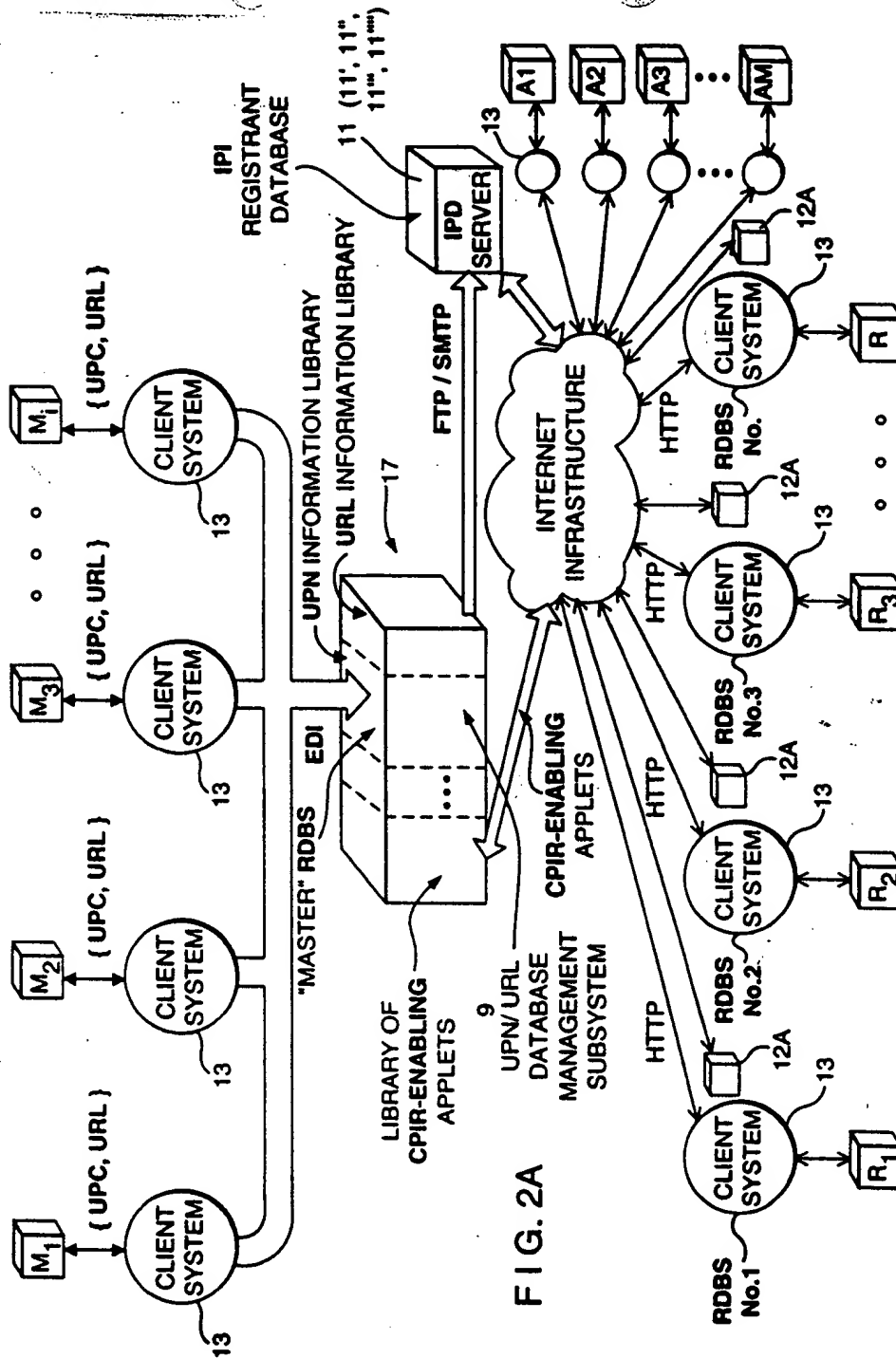
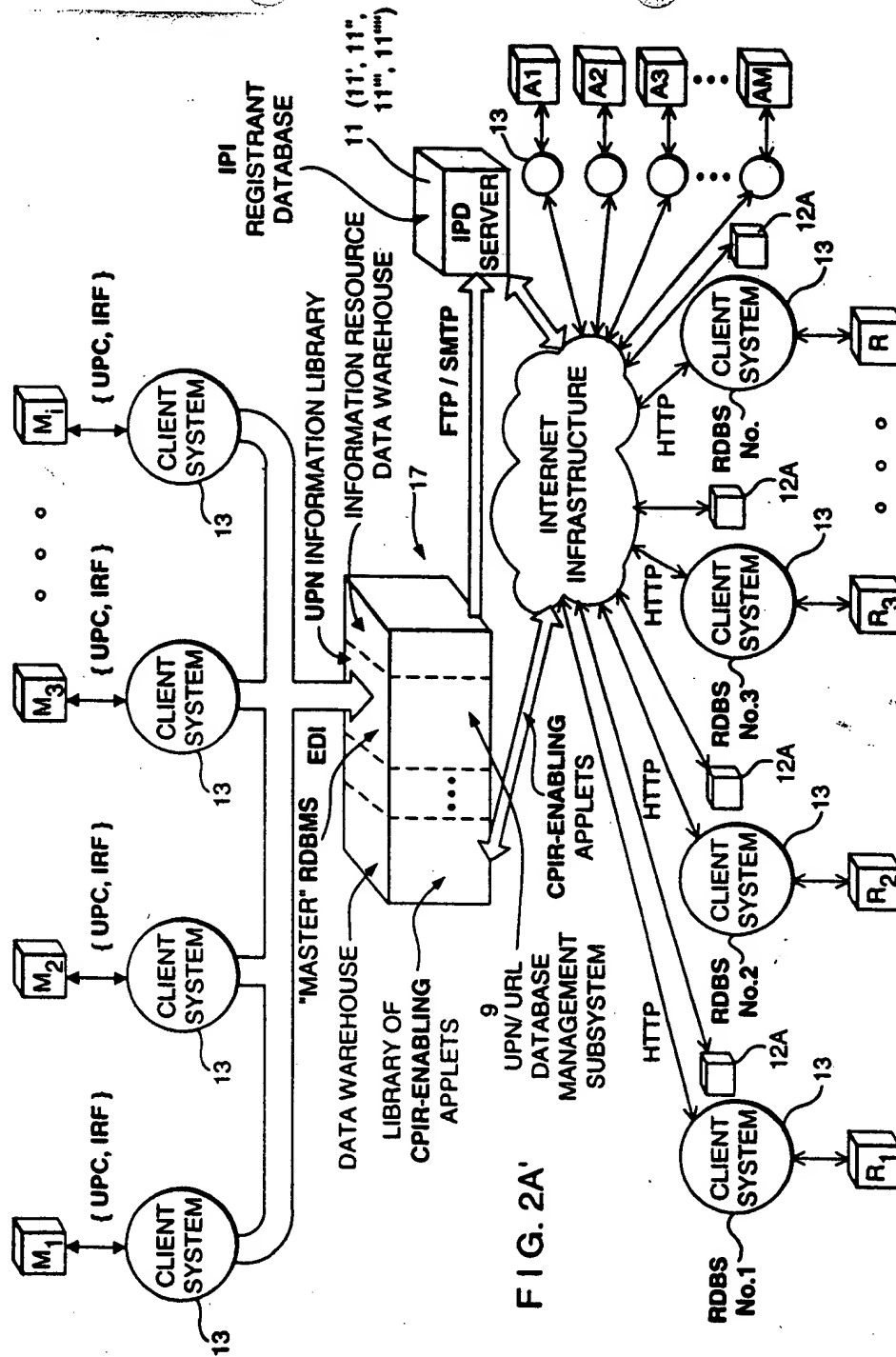


FIG. 2A

FIG. 2A:



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00277-87857-200

MECHANISM FOR ACCESSING CONSUMER PRODUCT INFORMATION FROM RDBMS
SERVER USING SERVER-SIDE APPLETS EMBEDDED IN HTML DOCUMENTS

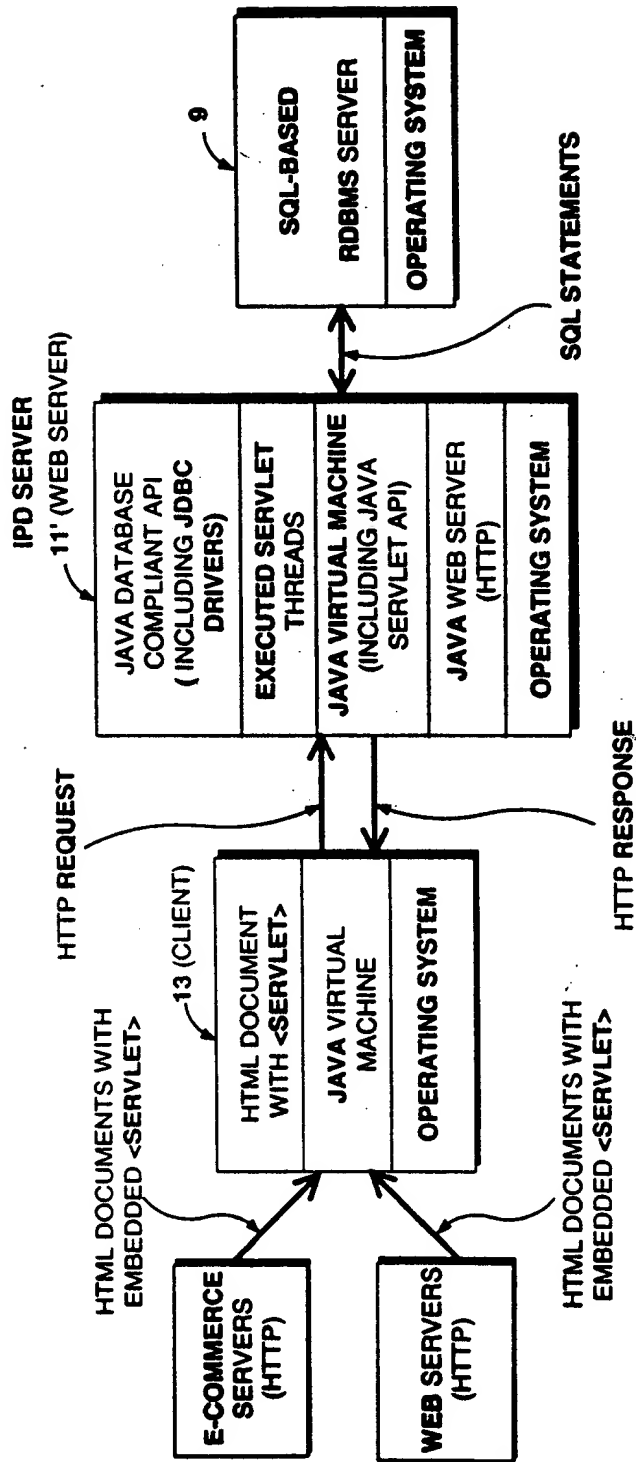


FIG. 2B1

002111 sheet 200

MECHANISM FOR ACCESSING CONSUMER PRODUCT INFORMATION FROM RDBMS
SERVER USING CLIENT-SIDE APPLETS EMBEDDED IN HTML DOCUMENTS AND CGI

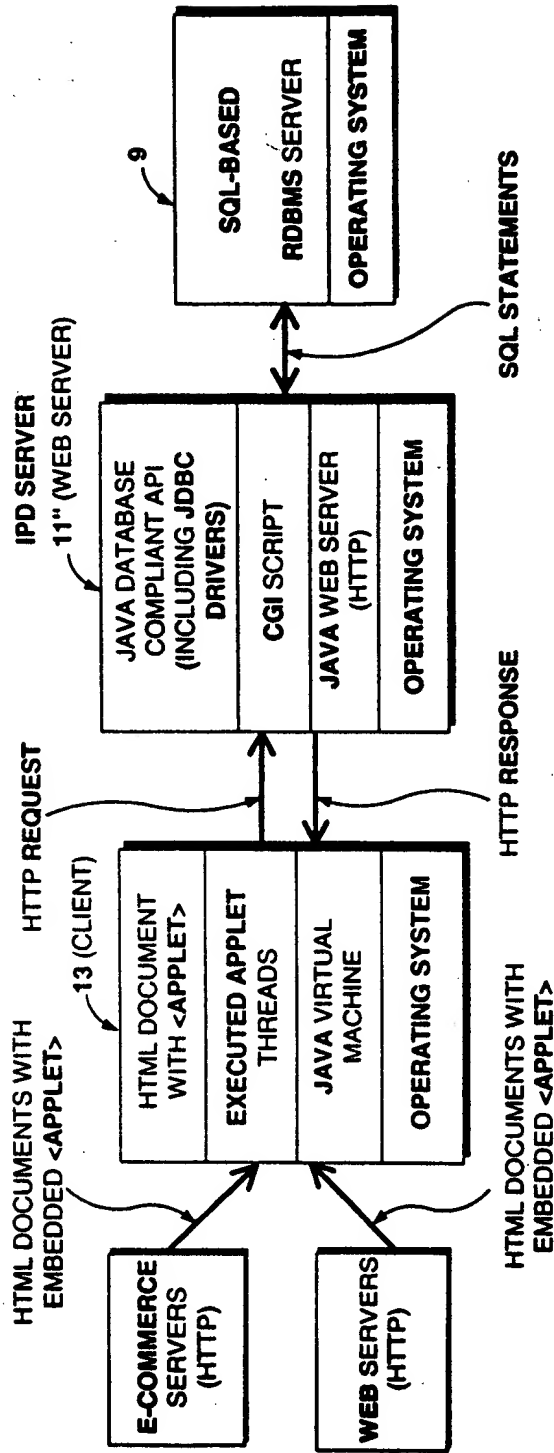


FIG. 2B2

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002111-87851260

MECHANISM FOR ACCESSING CONSUMER PRODUCT INFORMATION FROM RDBMS SERVER USING
CLIENT-SIDE APPLETS EMBEDDED IN HTML DOCUMENTS AND SOCKET CONNECTIONS

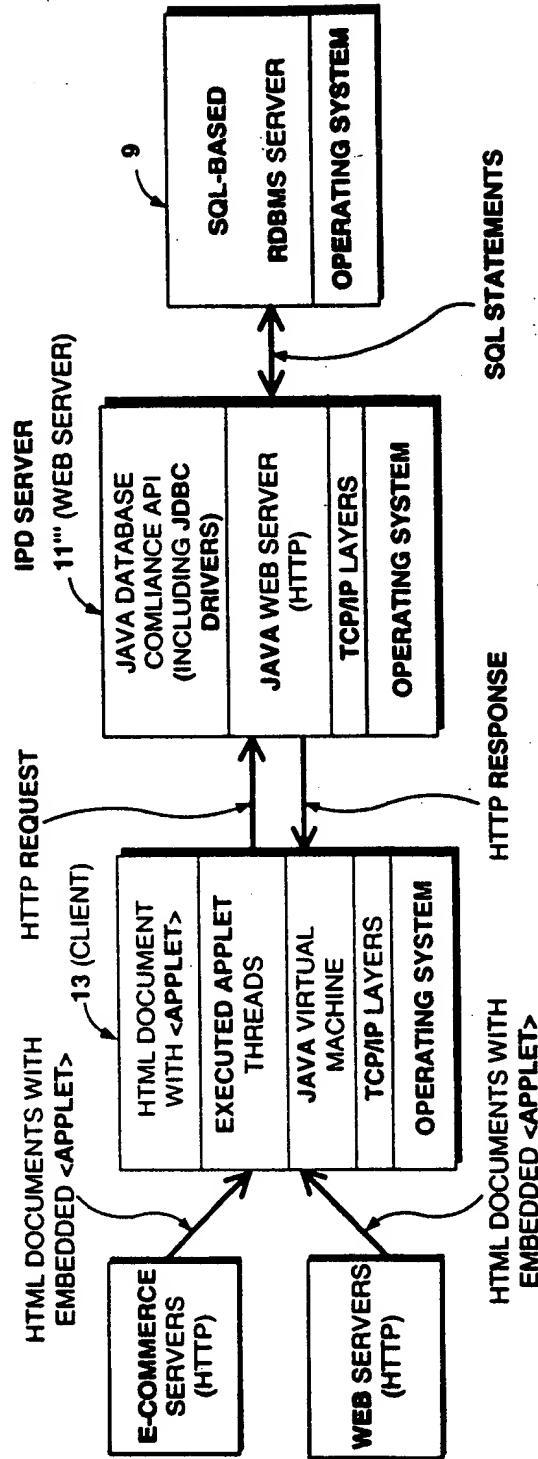


FIG. 2B3

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002118785F200

MECHANISM FOR ACCESSING CONSUMER PRODUCT INFORMATION FROM
RDBMS SERVER USING CLIENT-SIDE APPLETS EMBEDDED IN HTML DOCUMENTS
AND REMOTE METHOD OF INVOCATION (RMI) ON JAVA WEB SERVER

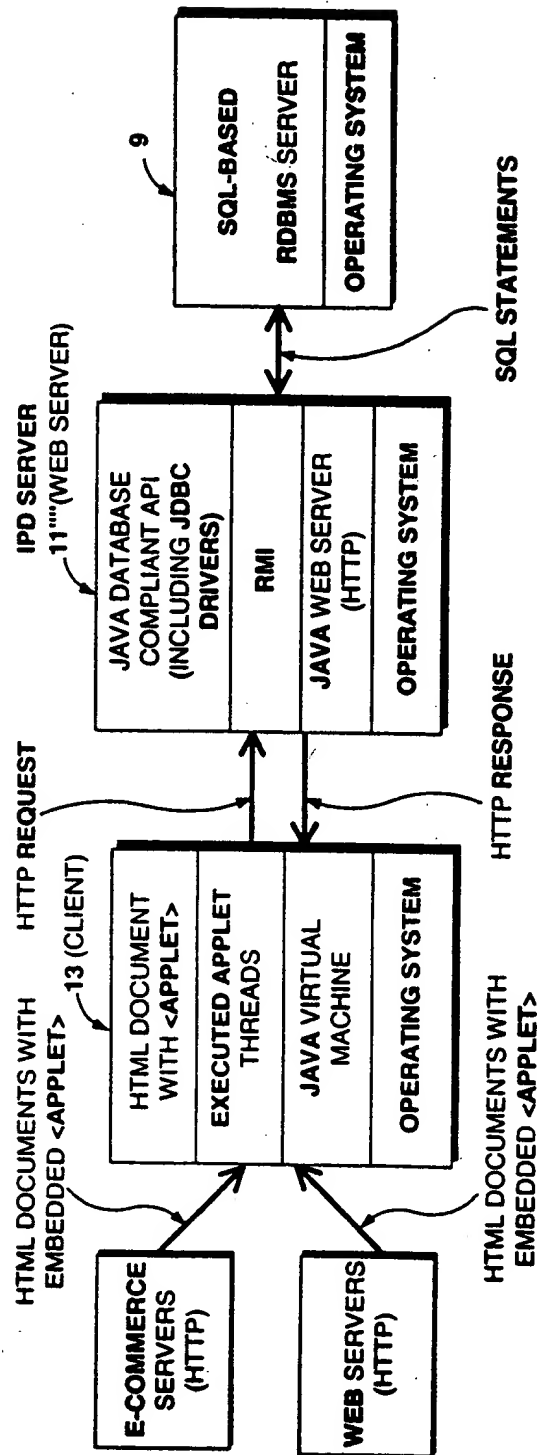


FIG. 2B4

002111 81031200

DISTRIBUTED METHOD AND SYSTEM OF UPC/URL MANAGEMENT OVER A LAN OR WAN

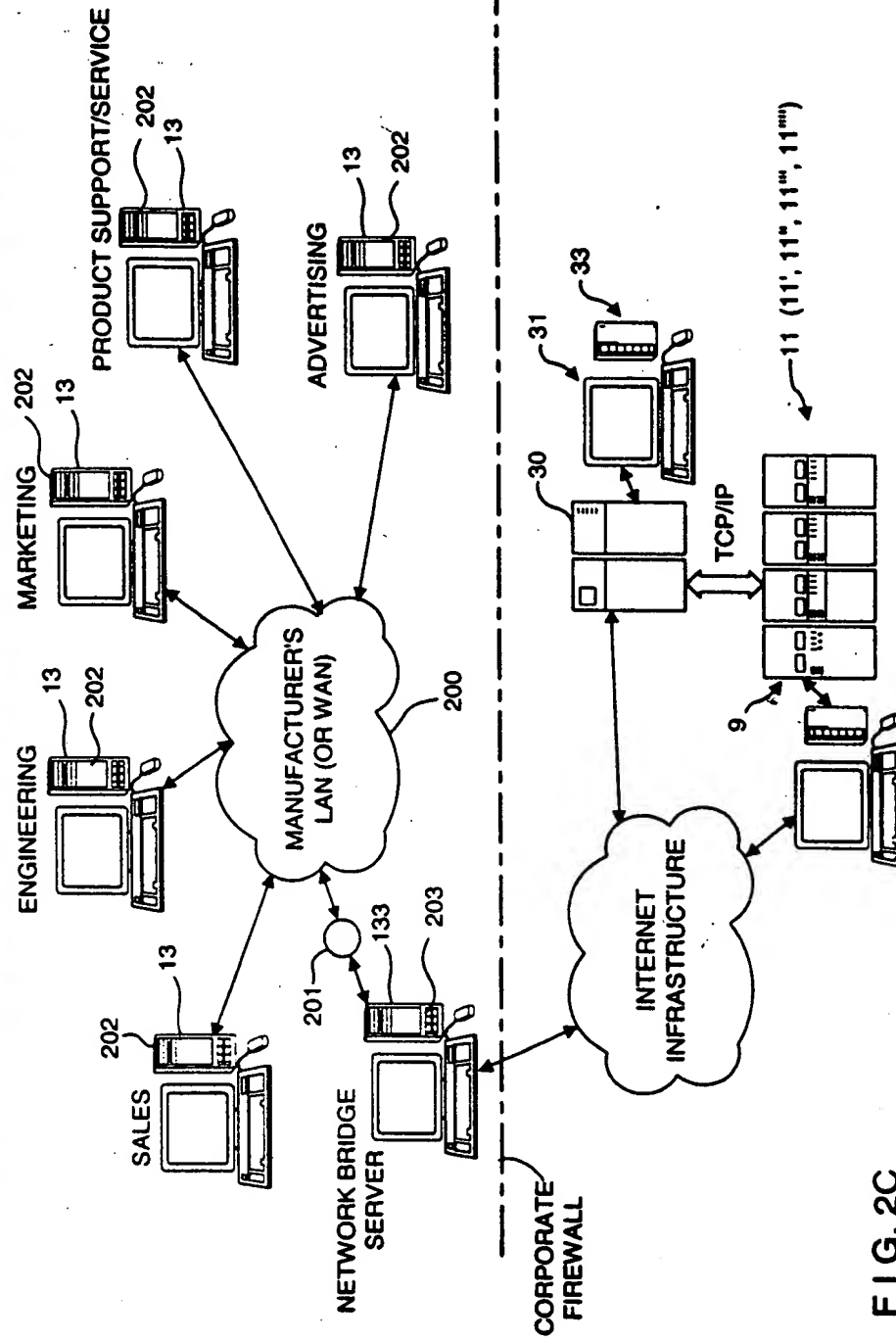


FIG. 2C

W/173

00211 80851200

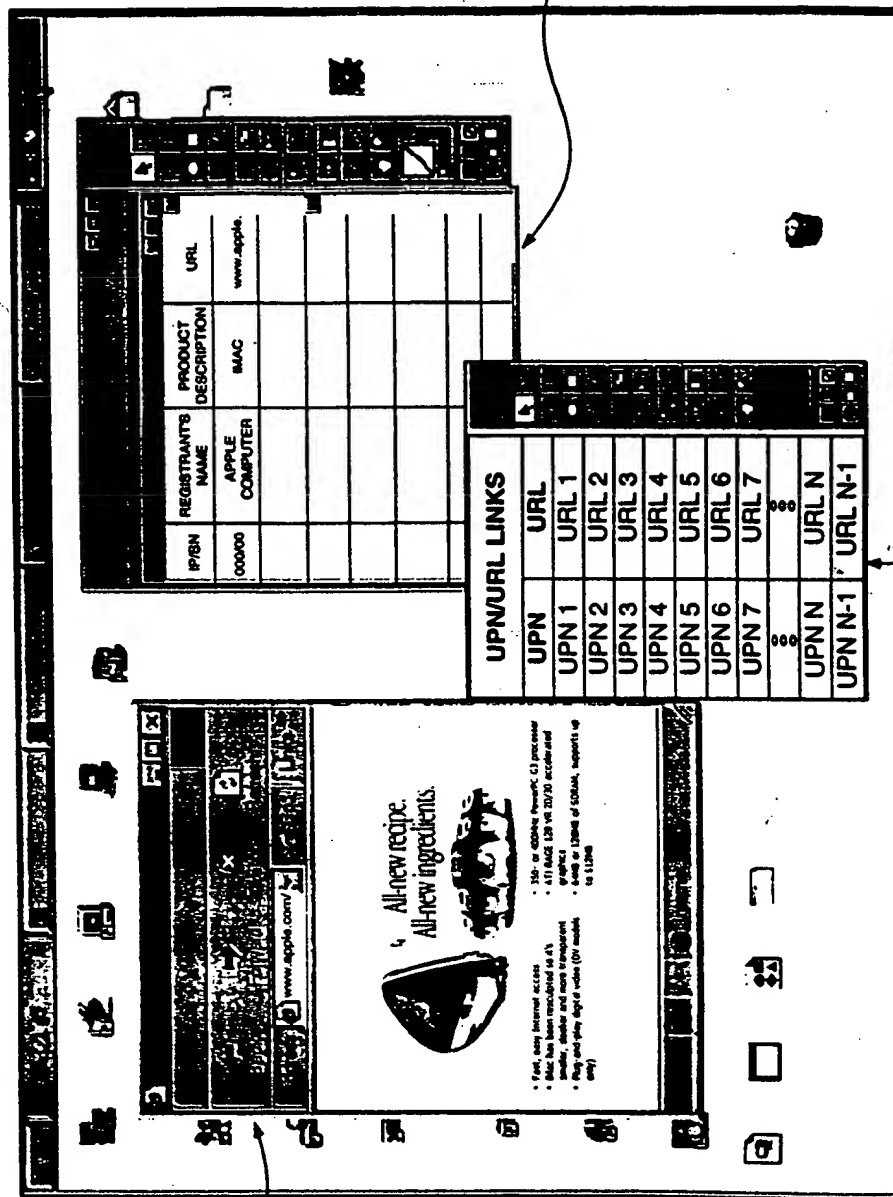


FIG. 2C1

12/173

00211-57851-200

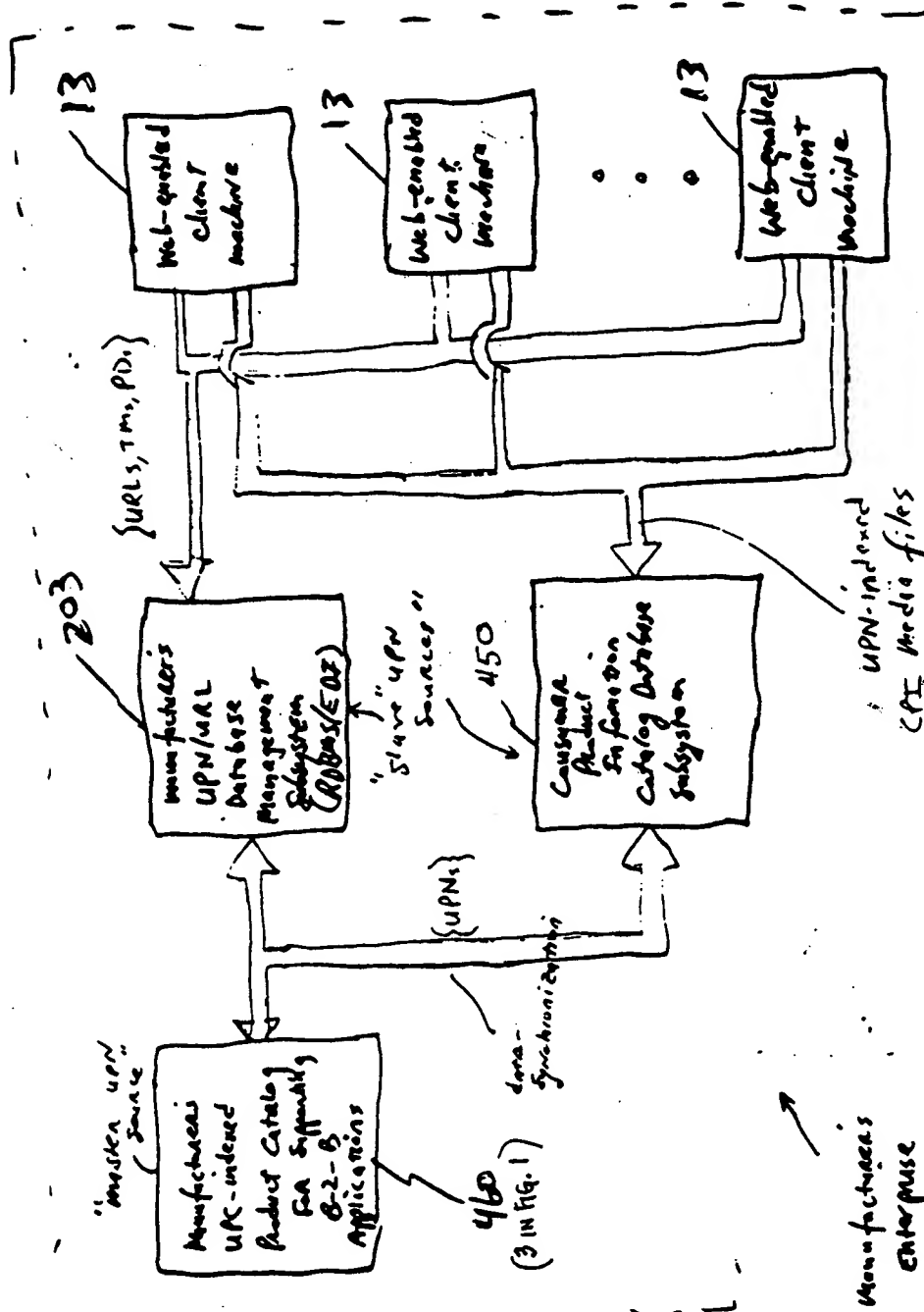


FIG. 2C2

00015010 11 200

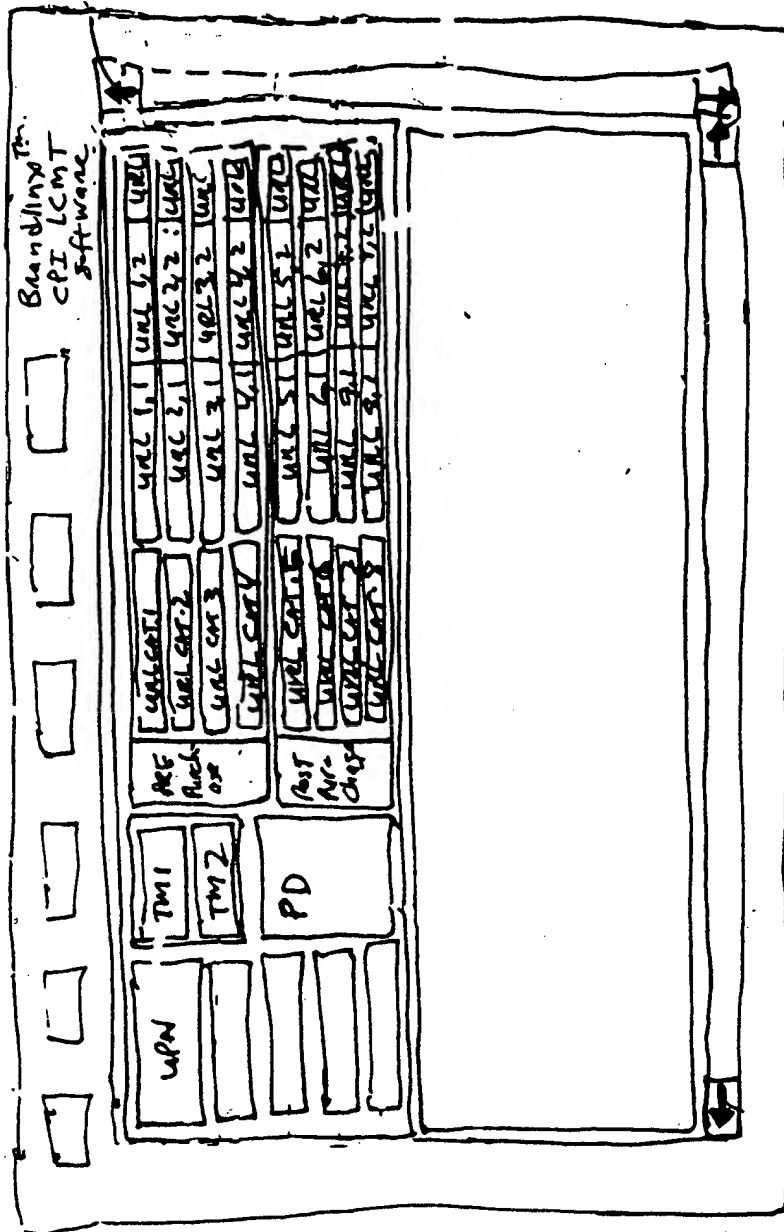


FIG. 2C3

Case	Age	Sex	Duration of illness (yr)	Onset	Course	Outcome
1	45	F	10	Insidious	Progressive	Death
2	55	M	5	Acute	Progressive	Death
3	65	F	15	Insidious	Progressive	Death
4	75	M	20	Insidious	Progressive	Death
5	85	F	25	Insidious	Progressive	Death
6	95	M	30	Insidious	Progressive	Death
7	105	F	35	Insidious	Progressive	Death
8	115	M	40	Insidious	Progressive	Death
9	125	F	45	Insidious	Progressive	Death
10	135	M	50	Insidious	Progressive	Death
11	145	F	55	Insidious	Progressive	Death
12	155	M	60	Insidious	Progressive	Death
13	165	F	65	Insidious	Progressive	Death
14	175	M	70	Insidious	Progressive	Death
15	185	F	75	Insidious	Progressive	Death
16	195	M	80	Insidious	Progressive	Death
17	205	F	85	Insidious	Progressive	Death
18	215	M	90	Insidious	Progressive	Death
19	225	F	95	Insidious	Progressive	Death
20	235	M	100	Insidious	Progressive	Death
21	245	F	105	Insidious	Progressive	Death
22	255	M	110	Insidious	Progressive	Death
23	265	F	115	Insidious	Progressive	Death
24	275	M	120	Insidious	Progressive	Death
25	285	F	125	Insidious	Progressive	Death
26	295	M	130	Insidious	Progressive	Death
27	305	F	135	Insidious	Progressive	Death
28	315	M	140	Insidious	Progressive	Death
29	325	F	145	Insidious	Progressive	Death
30	335	M	150	Insidious	Progressive	Death
31	345	F	155	Insidious	Progressive	Death
32	355	M	160	Insidious	Progressive	Death
33	365	F	165	Insidious	Progressive	Death
34	375	M	170	Insidious	Progressive	Death
35	385	F	175	Insidious	Progressive	Death
36	395	M	180	Insidious	Progressive	Death
37	405	F	185	Insidious	Progressive	Death
38	415	M	190	Insidious	Progressive	Death
39	425	F	195	Insidious	Progressive	Death
40	435	M	200	Insidious	Progressive	Death
41	445	F	205	Insidious	Progressive	Death
42	455	M	210	Insidious	Progressive	Death
43	465	F	215	Insidious	Progressive	Death
44	475	M	220	Insidious	Progressive	Death
45	485	F	225	Insidious	Progressive	Death
46	495	M	230	Insidious	Progressive	Death
47	505	F	235	Insidious	Progressive	Death
48	515	M	240	Insidious	Progressive	Death
49	525	F	245	Insidious	Progressive	Death
50	535	M	250	Insidious	Progressive	Death
51	545	F	255	Insidious	Progressive	Death
52	555	M	260	Insidious	Progressive	Death
53	565	F	265	Insidious	Progressive	Death
54	575	M	270	Insidious	Progressive	Death
55	585	F	275	Insidious	Progressive	Death
56	595	M	280	Insidious	Progressive	Death
57	605	F	285	Insidious	Progressive	Death
58	615	M	290	Insidious	Progressive	Death
59	625	F	295	Insidious	Progressive	Death
60	635	M	300	Insidious	Progressive	Death
61	645	F	305	Insidious	Progressive	Death
62	655	M	310	Insidious	Progressive	Death
63	665	F	315	Insidious	Progressive	Death
64	675	M	320	Insidious	Progressive	Death
65	685	F	325	Insidious	Progressive	Death
66	695	M				



The diagram illustrates the relationship between web-based and print-based publications. It consists of two main sections: 'LAYOUT OF WEB-BASED PUBLICATION' on the left and 'LAYOUT OF PRINT-BASED PUBLICATION' on the right, connected by 'RELATIONAL LINKS'.

LAYOUT OF WEB-BASED PUBLICATION: This section shows a grid of web pages. The first row is labeled 'PAGE 1 URL 1'. The second row is labeled 'PAGE 2 URL 2'. The third row is labeled 'PAGE N URL N'. Arrows indicate that 'PAGE 1 URL 1' links to 'UPN 1' and 'UPN 4' in the print-based layout, 'PAGE 2 URL 2' links to 'UPN 4', and 'PAGE N URL N' links to 'UPN 13'.

LAYOUT OF PRINT-BASED PUBLICATION: This section shows a grid of print pages. The first row is labeled 'PAGE 1' and contains 'UPN 1' and 'UPN 2'. The second row is labeled 'PAGE 2' and contains 'UPN 4' and 'UPN 5'. The third row is labeled 'PAGE 3' and contains 'UPN 6' and 'UPN 7'. The fourth row is labeled 'PAGE 4' and contains 'UPN 9' and 'UPN 10'. The fifth row is labeled 'PAGE M-1' and contains 'UPN 11' and 'UPN 12'. The sixth row is labeled 'PAGE M' and contains 'UPN 13' and 'UPN 14'. The seventh row is labeled 'PAGE M' and contains 'UPN 15'.

RELATIONAL LINKS: Arrows connect the web-based layout to the print-based layout. Specifically, 'PAGE 1 URL 1' links to 'UPN 1' and 'UPN 4', 'PAGE 2 URL 2' links to 'UPN 4', and 'PAGE N URL N' links to 'UPN 13'.

FIG. 2E1

FIG. 2E2

00277 8451200

UPN/URL LINKS	
UPN	URL
UPN 1	URL 1
UPN 2	URL 2
UPN 3	URL 3
UPN 4	URL 4
UPN 5	URL 5
UPN 6	URL 6
UPN 7	URL 7
UPN 8	URL 8
UPN 9	URL 9
UPN 10	URL 10
UPN 11	URL 11
UPN 12	URL 12
UPN 13	URL 13
⋮	⋮
UPN N	URL N
UPN N-1	URL N-1

400

FIG. 2E3

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COMPOSITION/EDITORIAL MODE

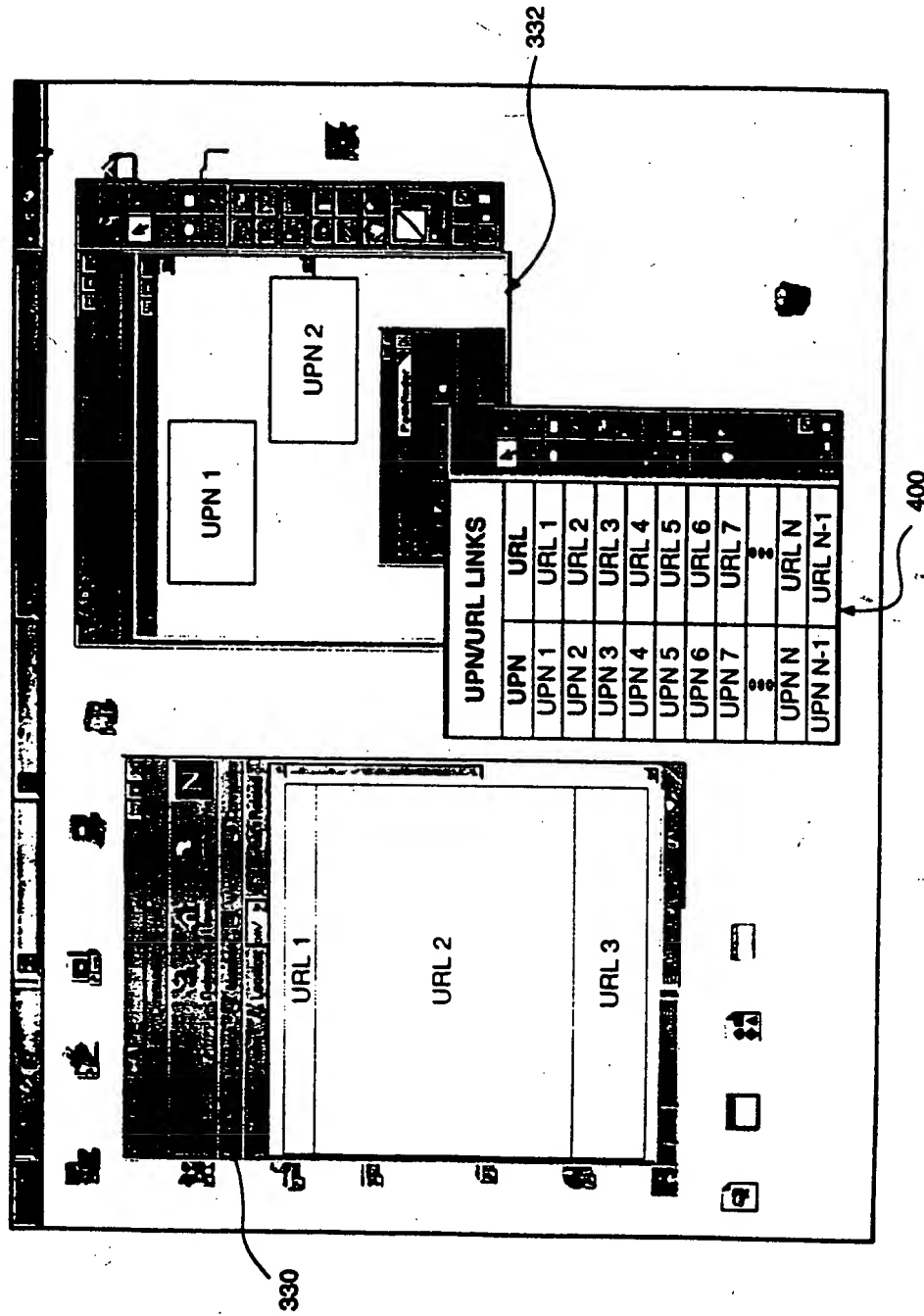


FIG. 2E4

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UPN/URL DATA LINKING MODE

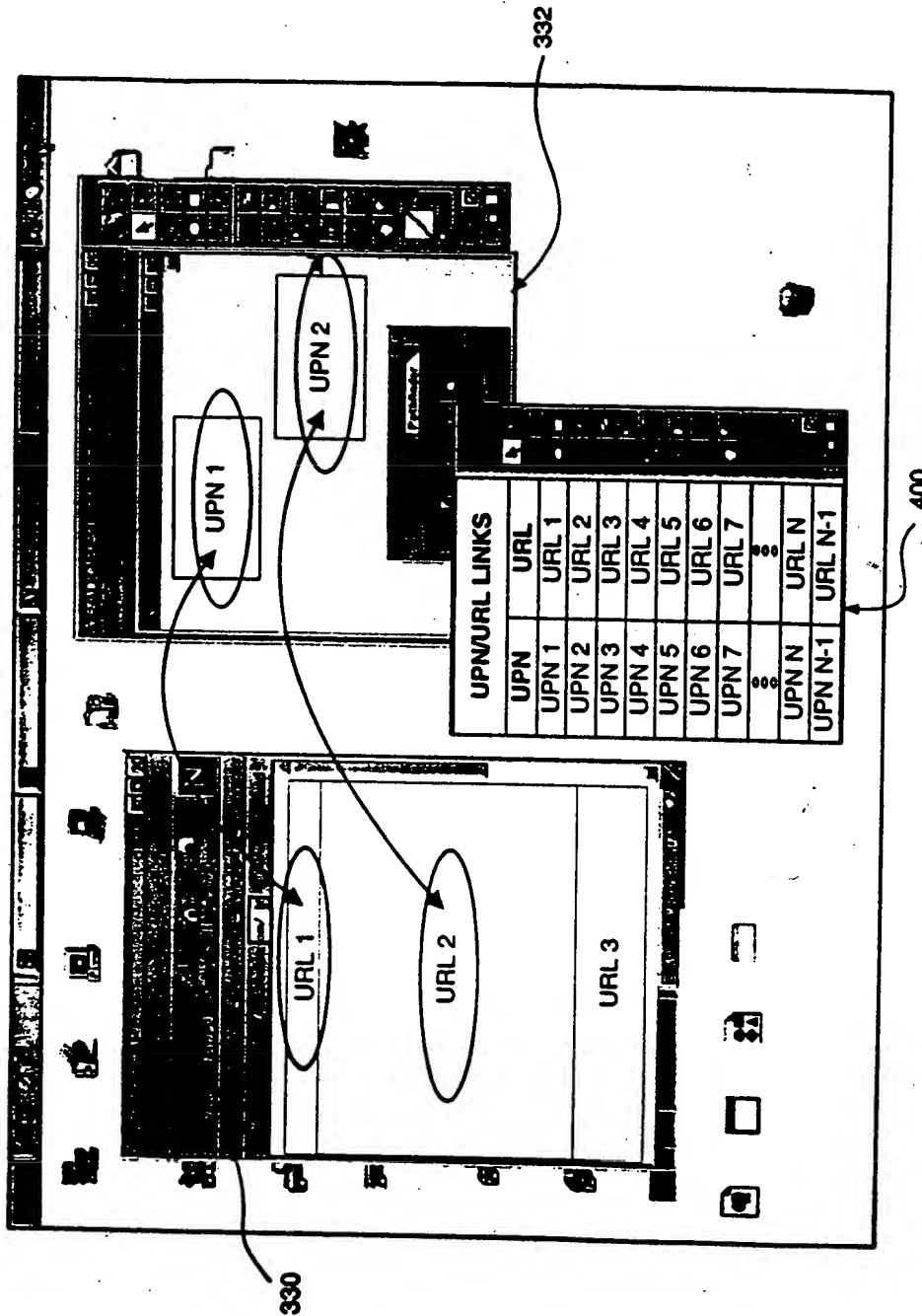


FIG. 2E5

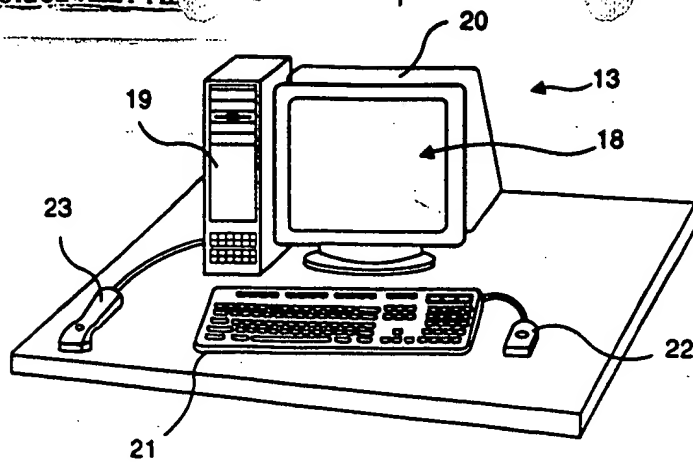


FIG. 3A1

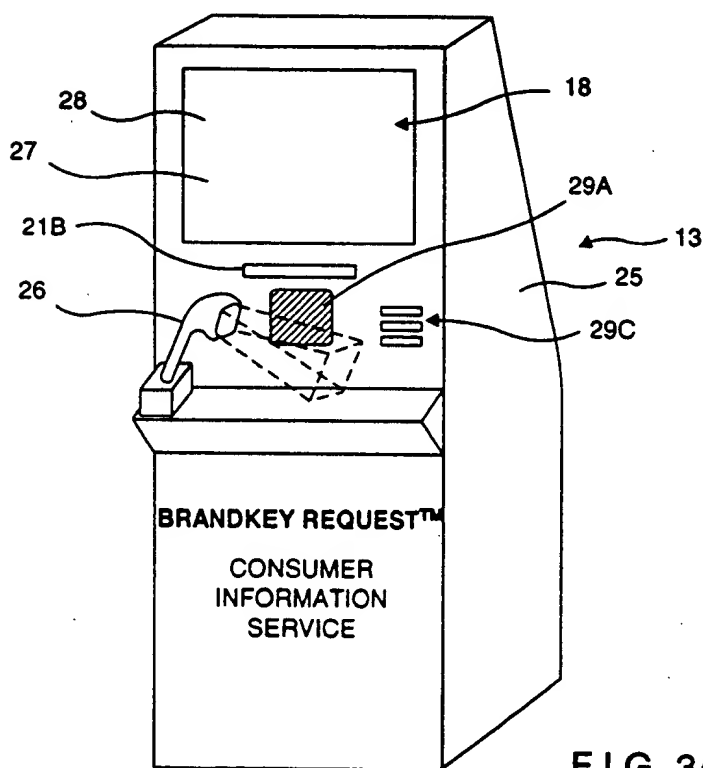


FIG. 3A2

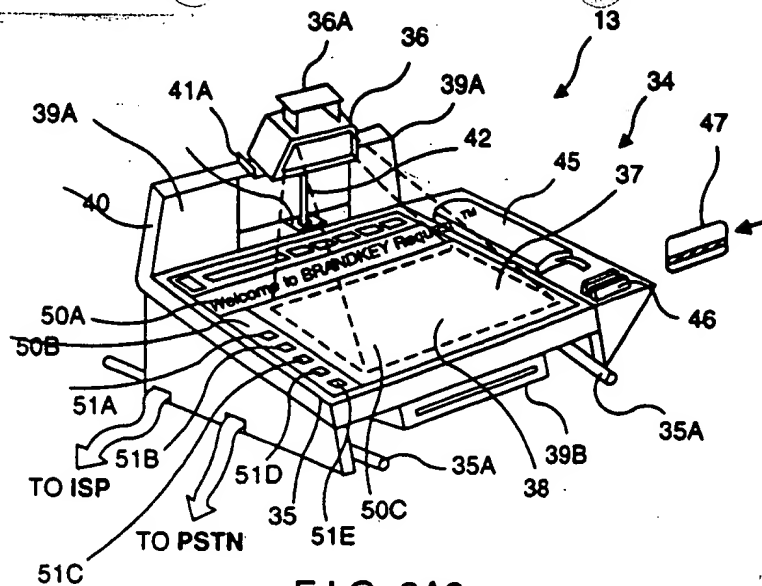


FIG. 3A3

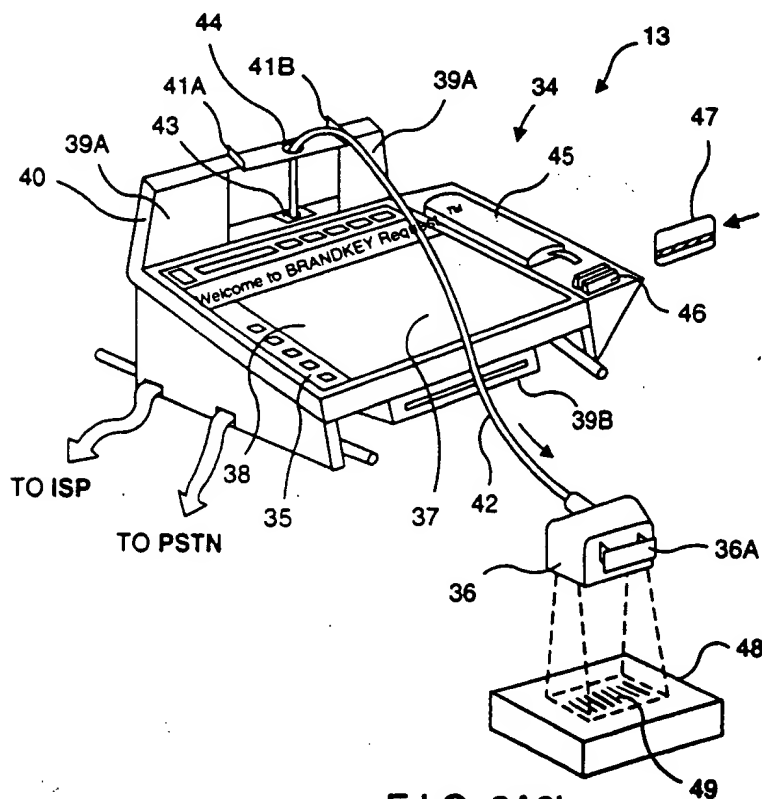


FIG. 3A3'

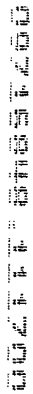


FIG. 3A4'

FIG. 3A5

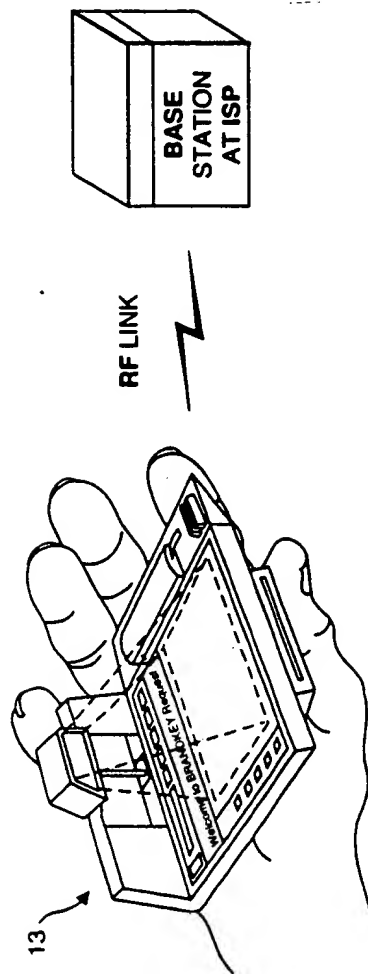


FIG. 3A6

00477-87857-200

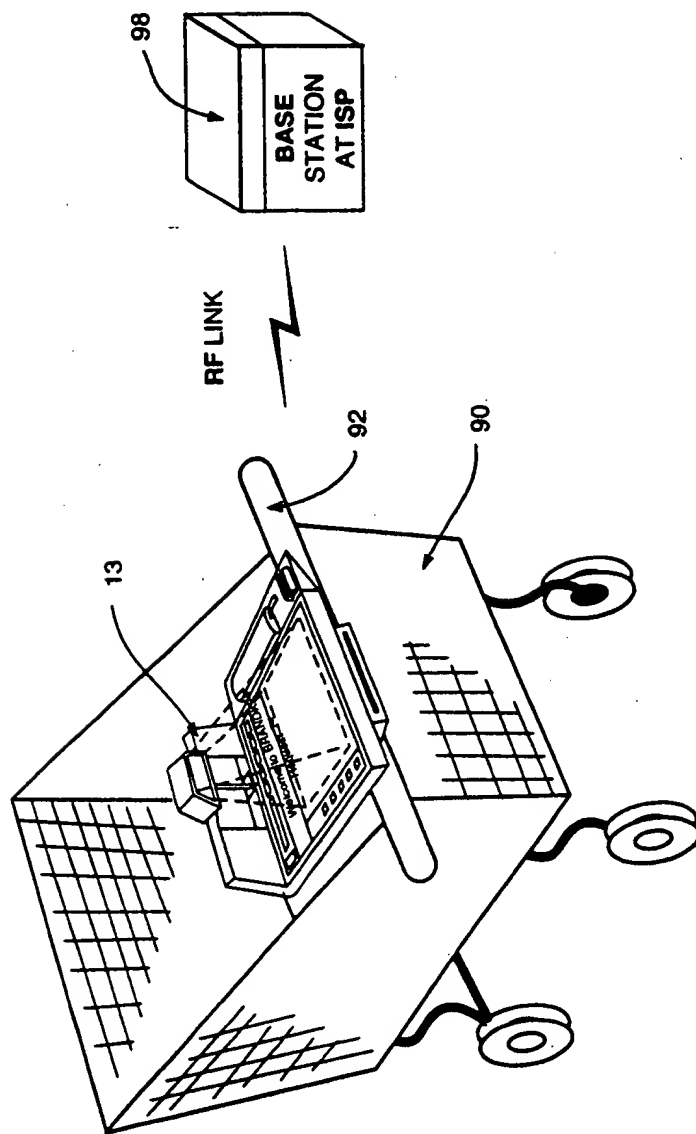


FIG. 3A7

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00245048-14200

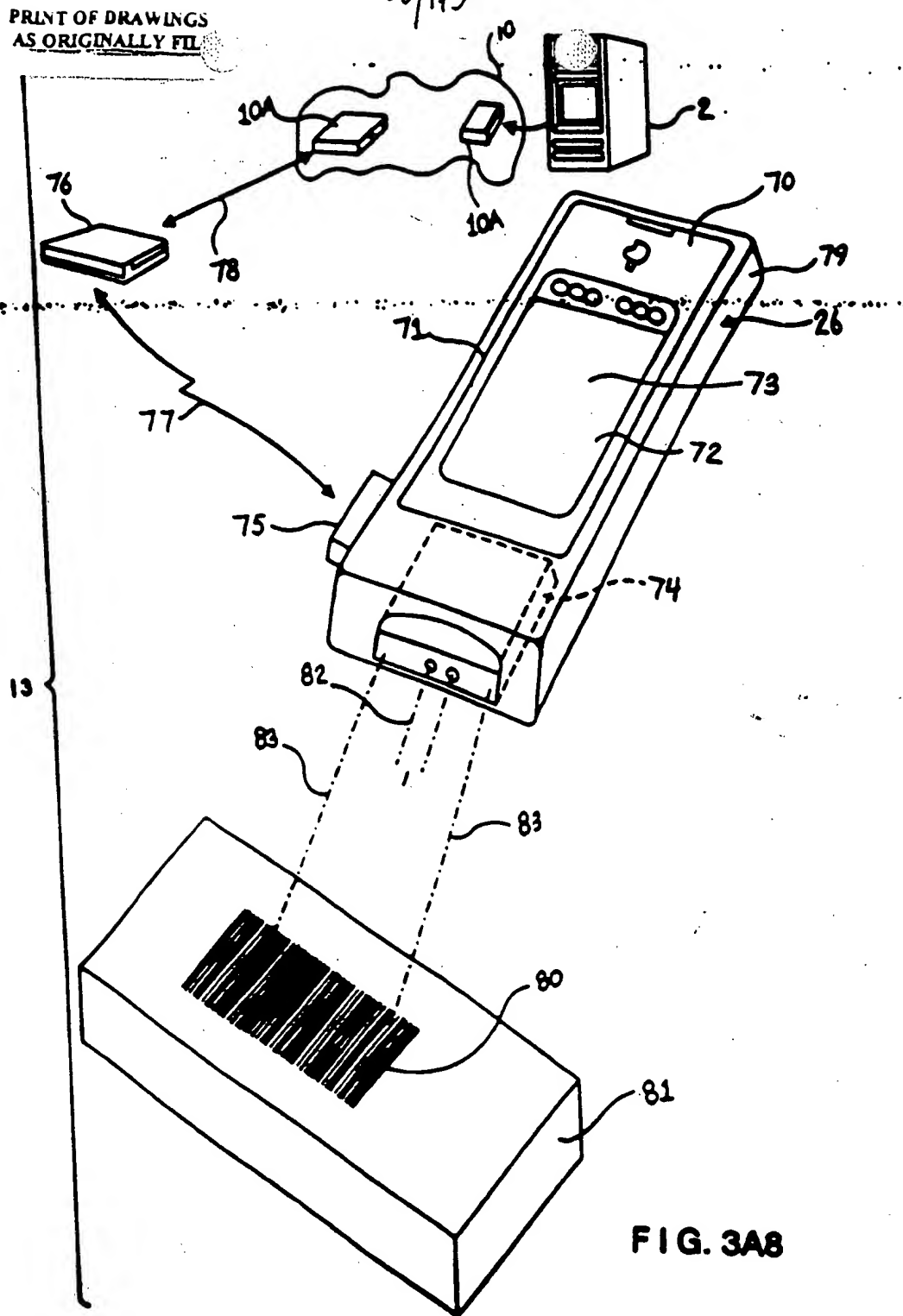


FIG. 3A8

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00411-01000000

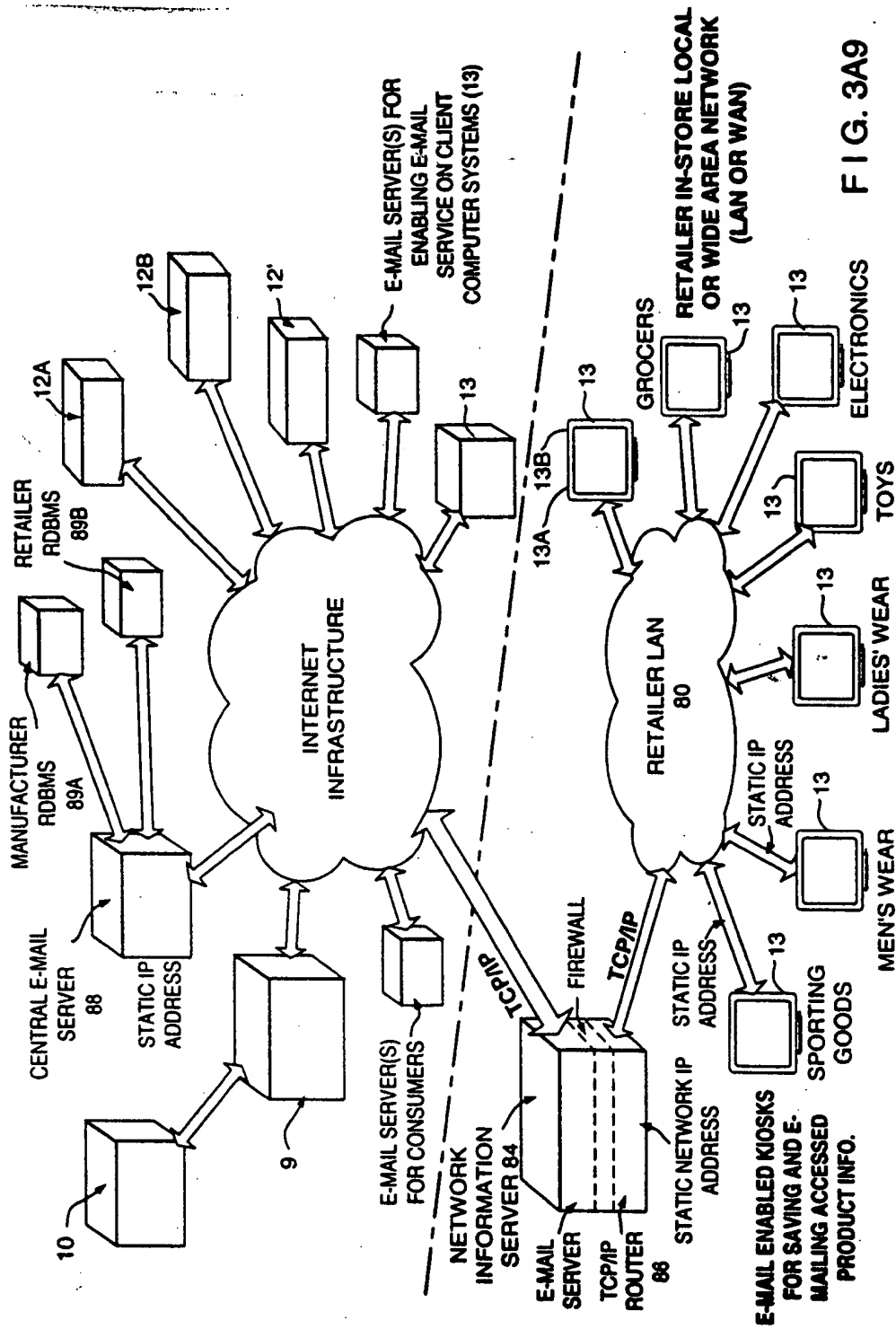
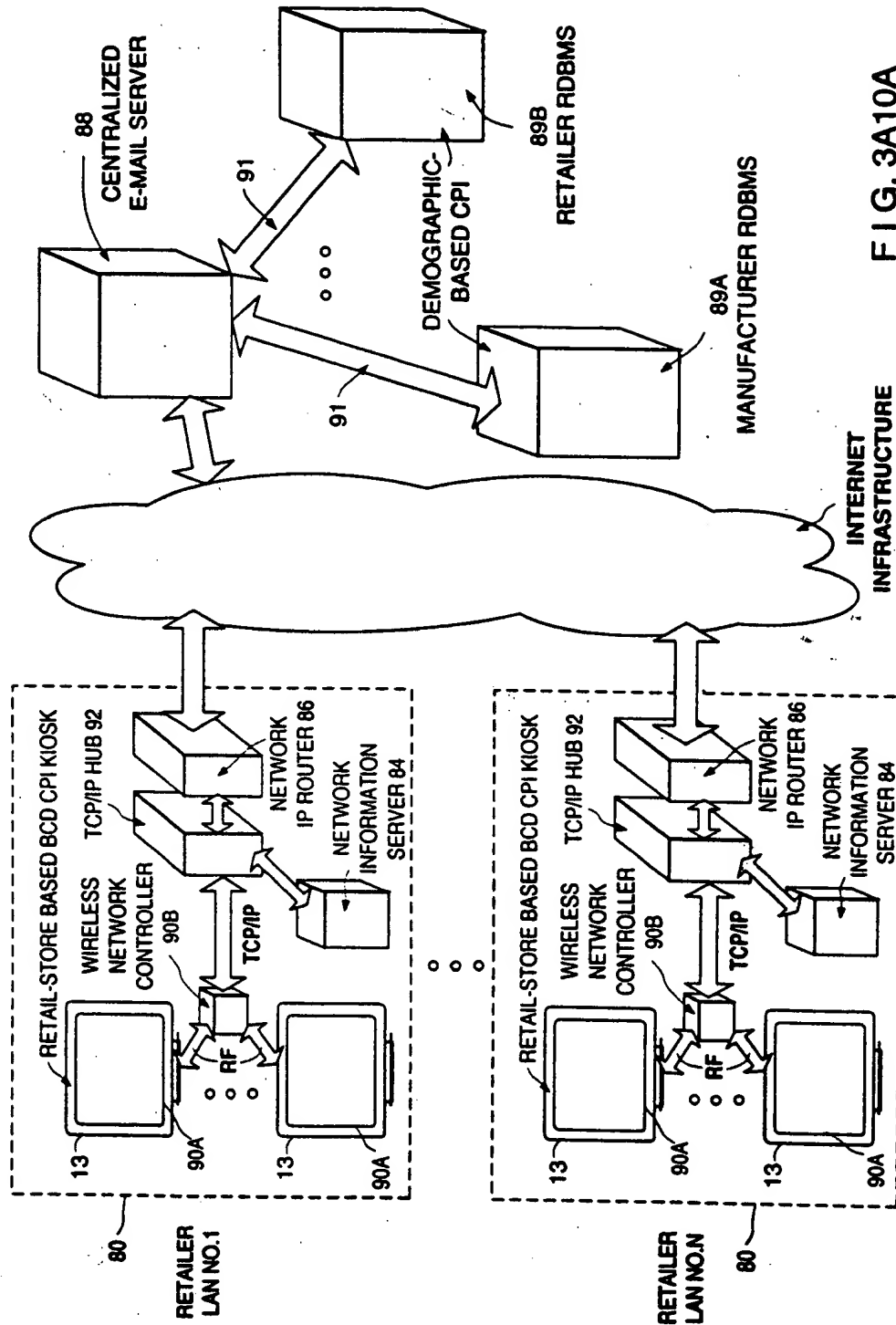


FIG. 3A9

FIG. 3A10A



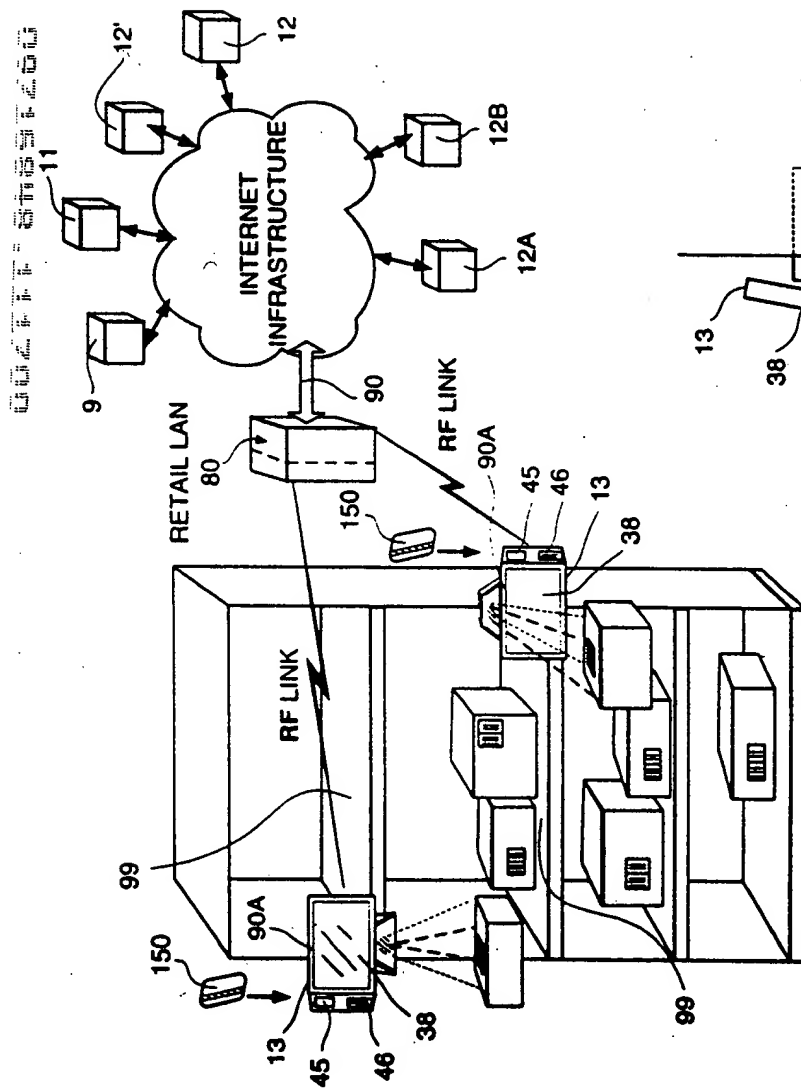


FIG. 3A10B

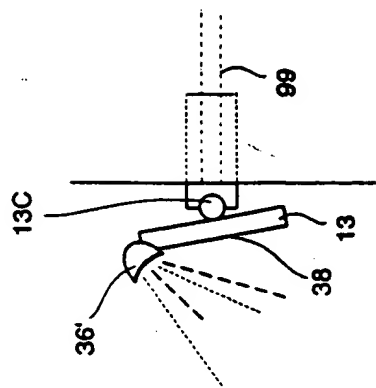


FIG. 3A10D

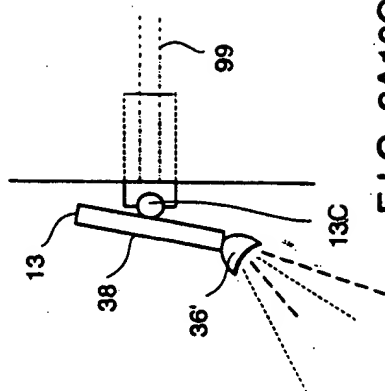


FIG. 3A10C

Year	1977-78	1978-79	1979-80	1980-81	1981-82	1982-83	1983-84	1984-85	1985-86	1986-87	1987-88	1988-89	1989-90	1990-91	1991-92	1992-93	1993-94	1994-95	1995-96	1996-97	1997-98	1998-99	1999-00	2000-01	2001-02	2002-03	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13	2013-14	2014-15	2015-16	2016-17	2017-18	2018-19	2019-20	2020-21	2021-22	2022-23	2023-24	2024-25	2025-26	2026-27	2027-28	2028-29	2029-30	2030-31	2031-32	2032-33	2033-34	2034-35	2035-36	2036-37	2037-38	2038-39	2039-40	2040-41	2041-42	2042-43	2043-44	2044-45	2045-46	2046-47	2047-48	2048-49	2049-50	2050-51	2051-52	2052-53	2053-54	2054-55	2055-56	2056-57	2057-58	2058-59	2059-60	2060-61	2061-62	2062-63	2063-64	2064-65	2065-66	2066-67	2067-68	2068-69	2069-70	2070-71	2071-72	2072-73	2073-74	2074-75	2075-76	2076-77	2077-78	2078-79	2079-80	2080-81	2081-82	2082-83	2083-84	2084-85	2085-86	2086-87	2087-88	2088-89	2089-90	2090-91	2091-92	2092-93	2093-94	2094-95	2095-96	2096-97	2097-98	2098-99	2099-00	2100-01	2101-02	2102-03	2103-04	2104-05	2105-06	2106-07	2107-08	2108-09	2109-10	2110-11	2111-12	2112-13	2113-14	2114-15	2115-16	2116-17	2117-18	2118-19	2119-20	2120-21	2121-22	2122-23	2123-24	2124-25	2125-26	2126-27	2127-28	2128-29	2129-30	2130-31	2131-32	2132-33	2133-34	2134-35	2135-36	2136-37	2137-38	2138-39	2139-40	2140-41	2141-42	2142-43	2143-44	2144-45	2145-46	2146-47	2147-48	2148-49	2149-50	2150-51	2151-52	2152-53	2153-54	2154-55	2155-56	2156-57	2157-58	2158-59	2159-60	2160-61	2161-62	2162-63	2163-64	2164-65	2165-66	2166-67	2167-68	2168-69	2169-70	2170-71	2171-72	2172-73	2173-74	2174-75	2175-76	2176-77	2177-78	2178-79	2179-80	2180-81	2181-82	2182-83	2183-84	2184-85	2185-86	2186-87	2187-88	2188-89	2189-90	2190-91	2191-92	2192-93	2193-94	2194-95	2195-96	2196-97	2197-98	2198-99	2199-00	2200-01	2201-02	2202-03	2203-04	2204-05	2205-06	2206-07	2207-08	2208-09	2209-10	2210-11	2211-12	2212-13	2213-14	2214-15	2215-16	2216-17	2217-18	2218-19	2219-20	2220-21	2221-22	2222-23	2223-24	2224-25	2225-26	2226-27	2227-28	2228-29	2229-30	2230-31	2231-32	2232-33	2233-34	2234-35	2235-36	2236-37	2237-38	2238-39	2239-40	2240-41	2241-42	2242-43	2243-44	2244-45	2245-46	2246-47	2247-48	2248-49	2249-50	2250-51	2251-52	2252-53	2253-54	2254-55	2255-56	2256-57	2257-58	2258-59	2259-60	2260-61	2261-62	2262-63	2263-64	2264-65	2265-66	2266-67	2267-68	2268-69	2269-70	2270-71	2271-72	2272-73	2273-74	2274-75	2275-76	2276-77	2277-78	2278-79	2279-80	2280-81	2281-82	2282-83	2283-84	2284-85	2285-86	2286-87	2287-88	2288-89	2289-90	2290-9
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[illegible]

FIG. 3A11

[illegible]

FIG. 3A12

(1) LAUNCH A CONSUMER PRODUCT INFORMATION (CPI) CAPTURE AND TRANSPORT APPLICATION SERVICE ON AN INTERNET ENABLED BAR CODE DRIVEN (BCD) CPI KIOSK OF THE PRESENT INVENTION CONFIGURED IN A RETAILER TCP/IP LOCAL OR WIDE AREA NETWORK DEPLOYED WITHIN A RETAIL SHOPPING ENVIRONMENT, AND (2) DISPLAY ON THE KIOSK SCREEN A CPI-TRANSPORTING "ELECTRONIC-MAIL" ENVELOPE HAVING A JAVA ENABLED GUI PROVIDED WITH

- i) A FIRST SINGLE-CLICK BUTTON FOR CAPTURING AND STORING AS AN HTML ENCODED DOCUMENT THEREIN, ANY CPI RELATED DOCUMENT BEING DISPLAYED ON THE BCD CPI KIOSK
- ii) A SECOND SINGLE-CLICK BUTTON FOR TRANSPORTING COPIES OF THE ENVELOPE TO THE E-MAIL ADDRESS OF CONSUMER
- iii) A CONSUMER E-MAIL ADDRESS FIELD FOR ENTERING THE E-MAIL ADDRESS OF THE CONSUMER/SHOPPER, TO WHICH A COPY OF THE E-MAIL ENVELOPE CAN BE AUTOMATICALLY SENT DURING TRANSPORT
- iv) A RETAILER E-MAIL ADDRESS FIELD CONTAINING A PRESENT E-MAIL ADDRESS OF THE RETAILER OPERATING THE KIOSK, INDICATING THE RETAIL STORE LOCATION, AND POSSIBLY THE RETAIL DEPARTMENT FROM WHICH THE CPI-TRANSPORTING ENVELOPE WAS SENT ON THE TIME AND DATE OF THE ELECTRONIC MESSAGE TRANSMISSION

A

ENTER THE CONSUMER E-MAIL ADDRESS INTO THE CONSUMER E-MAIL ADDRESS FIELD OF THE ENVELOPE (e.g. BY MANUALLY TYPING THE E-MAIL ADDRESS, READING A BAR CODED CONSUMER IDENTIFICATION CARD HAVING THE CONSUMER'S E-MAIL ADDRESS AND OTHER INFORMATION ENCODED THEREWITHIN, OR BY READING A MAGNETIC STRIPE TYPE CONSUMER IDENTIFICATION CARD ENCODED WITH THE SAME OR SIMILAR INFORMATION USING A MAGNETIC STRIPE READER INTERFACED WITH THE BCD CPI KIOSK)

B

A

FIG. 3A13A

0075544-1-2000

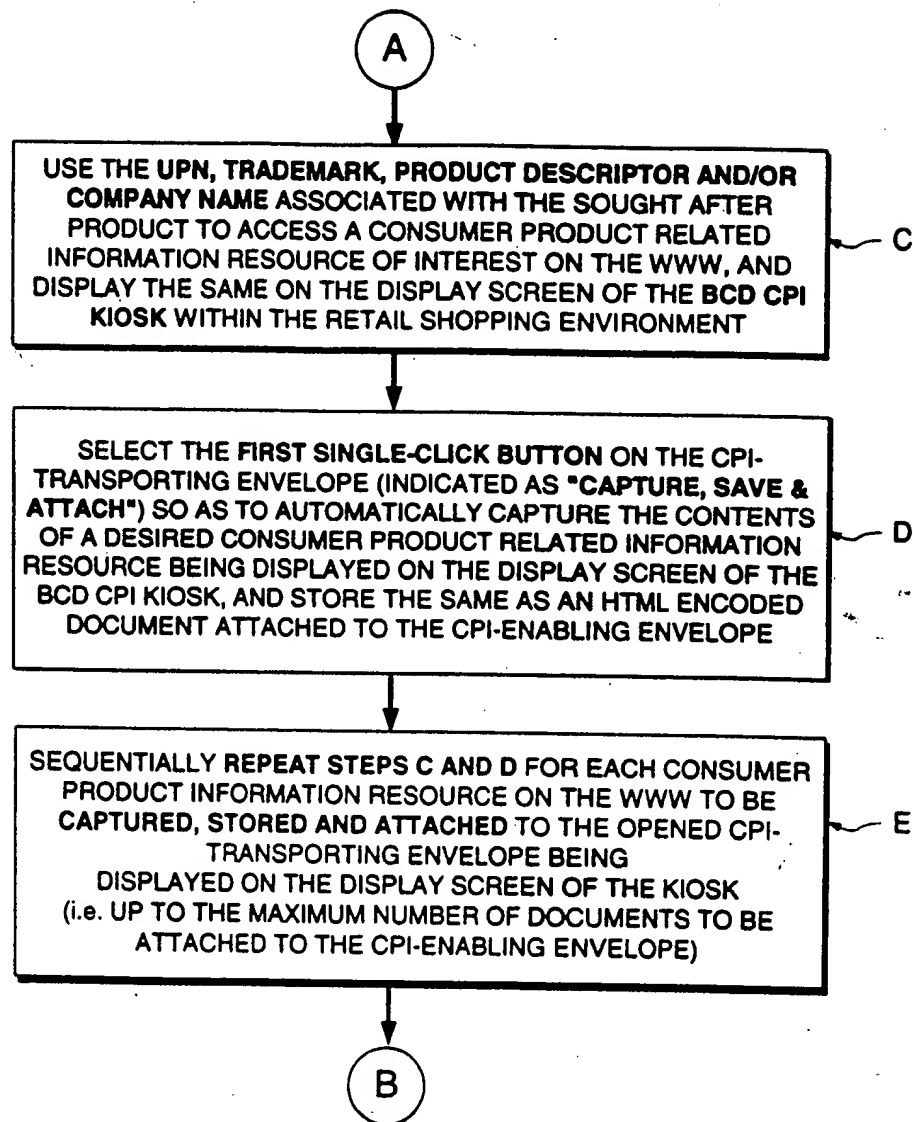


FIG. 3A13B

00211-8184120

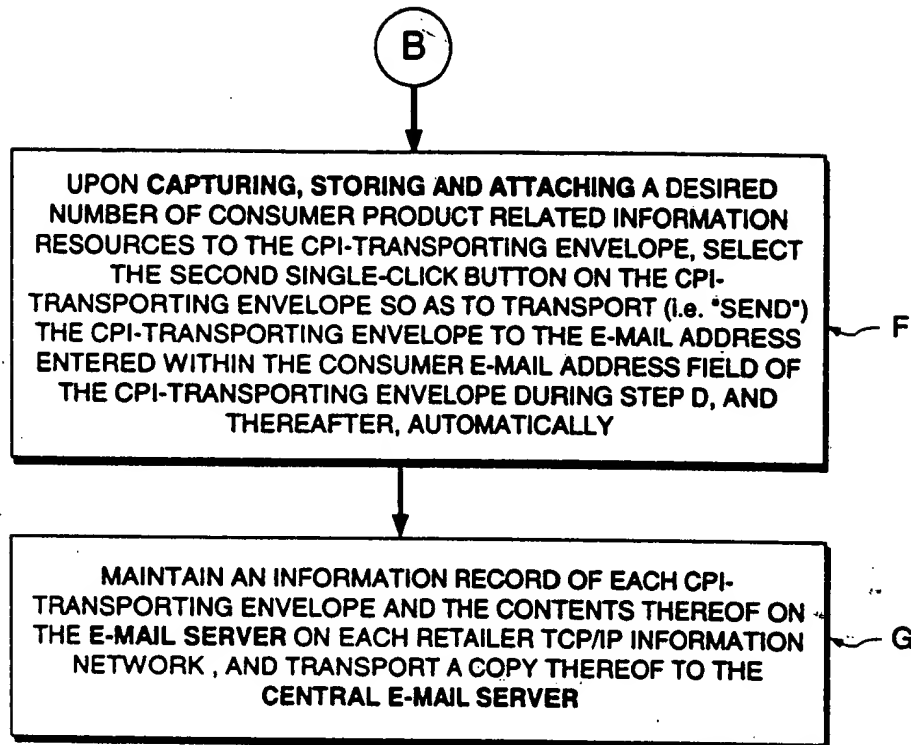


FIG. 3A13C

002411 81031200

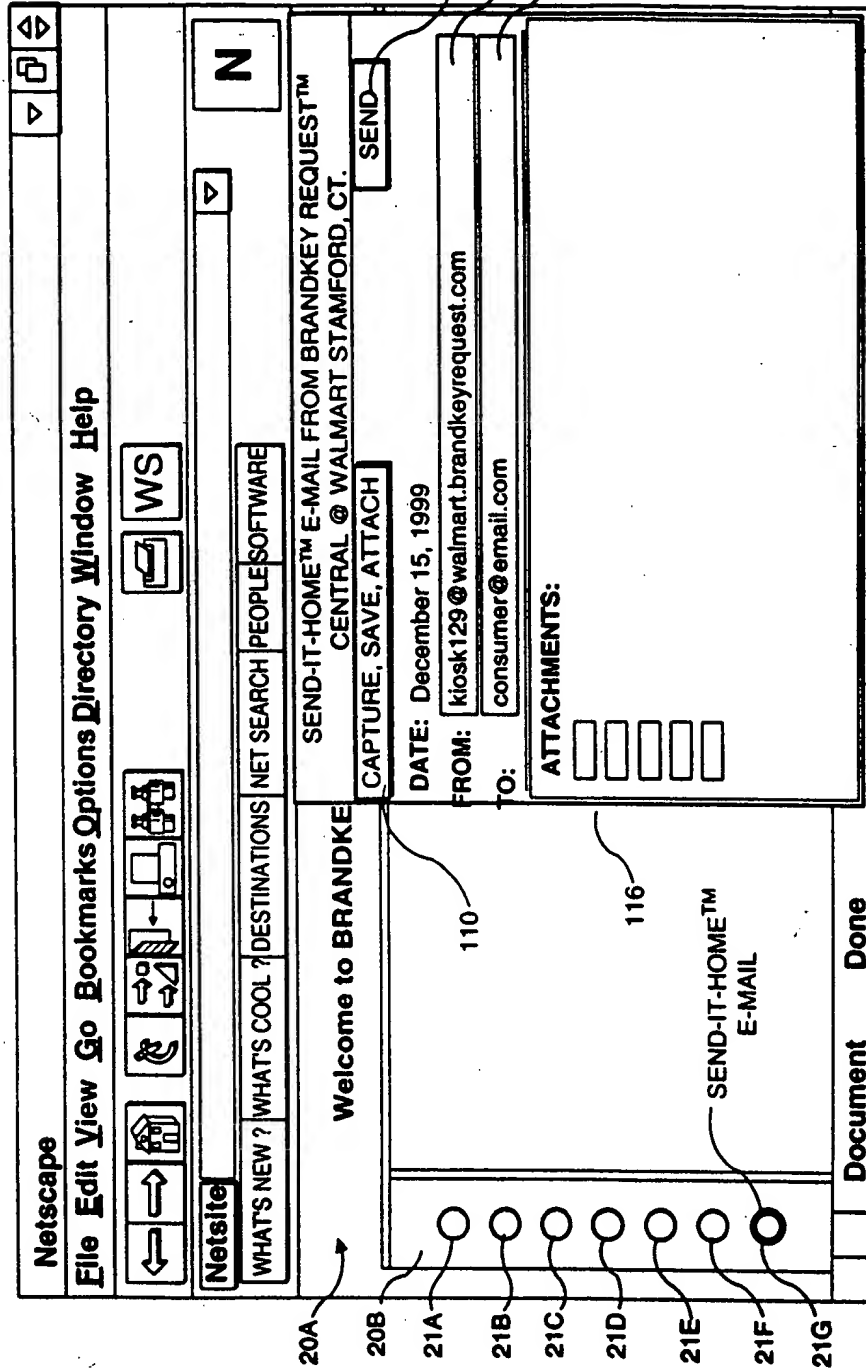


FIG. 3A14

(1) LAUNCH A CONSUMER PRODUCT INFORMATION (CPI) CAPTURE AND TRANSPORT APPLICATION SERVICE ON AN INTERNET ENABLED BAR CODE DRIVEN (BCD) CPI KIOSK OF THE PRESENT INVENTION CONFIGURED IN A RETAILER TCP/IP LOCAL OR WIDE AREA NETWORK DEPLOYED WITHIN A RETAIL SHOPPING ENVIRONMENT, AND (2) DISPLAY ON THE KIOSK SCREEN A CPI-TRANSPORTING "ELECTRONIC-MAIL" ENVELOPE HAVING A JAVA ENABLED GUI PROVIDED WITH

- i) A FIRST SINGLE-CLICK BUTTON FOR CAPTURING AND STORING AS AN HTML ENCODED DOCUMENT THEREIN, ANY CPI RELATED DOCUMENT BEING DISPLAYED ON THE BCD CPI KIOSK
- ii) A SECOND SINGLE-CLICK BUTTON FOR TRANSPORTING COPIES OF THE ENVELOPE TO THE E-MAIL ADDRESS OF CONSUMER
- iii) A CONSUMER E-MAIL ADDRESS FIELD FOR ENTERING THE E-MAIL ADDRESS OF THE CONSUMER/SHOPPER, TO WHICH A COPY OF THE E-MAIL ENVELOPE CAN BE AUTOMATICALLY SENT DURING TRANSPORT IF ENABLED BY THE CONSUMER/SHOPPER
- iv) A RETAILER E-MAIL ADDRESS FIELD CONTAINING A PRESENT E-MAIL ADDRESS OF THE RETAILER OPERATING THE KIOSK, INDICATING THE RETAIL STORE LOCATION, AND POSSIBLY THE RETAIL DEPARTMENT FROM WHICH THE CPI-TRANSPORTING ENVELOPE WAS SENT ON THE TIME AND DATE OF THE ELECTRONIC MESSAGE TRANSMISSION

A

ENTER THE CONSUMER E-MAIL ADDRESS INTO THE CONSUMER E-MAIL ADDRESS FIELD OF THE ENVELOPE (e.g. BY MANUALLY TYPING THE E-MAIL ADDRESS, READING A BAR CODED CONSUMER IDENTIFICATION CARD HAVING THE CONSUMER'S E-MAIL ADDRESS AND OTHER INFORMATION ENCODED THEREWITHIN, OR BY READING A MAGNETIC STRIPE TYPE CONSUMER IDENTIFICATION CARD ENCODED WITH THE SAME OR SIMILAR INFORMATION USING A MAGNETIC STRIPE READER INTERFACED WITH THE BCD CPI KIOSK)

B

A

FIG. 3A15A

36/173

00745040 114200

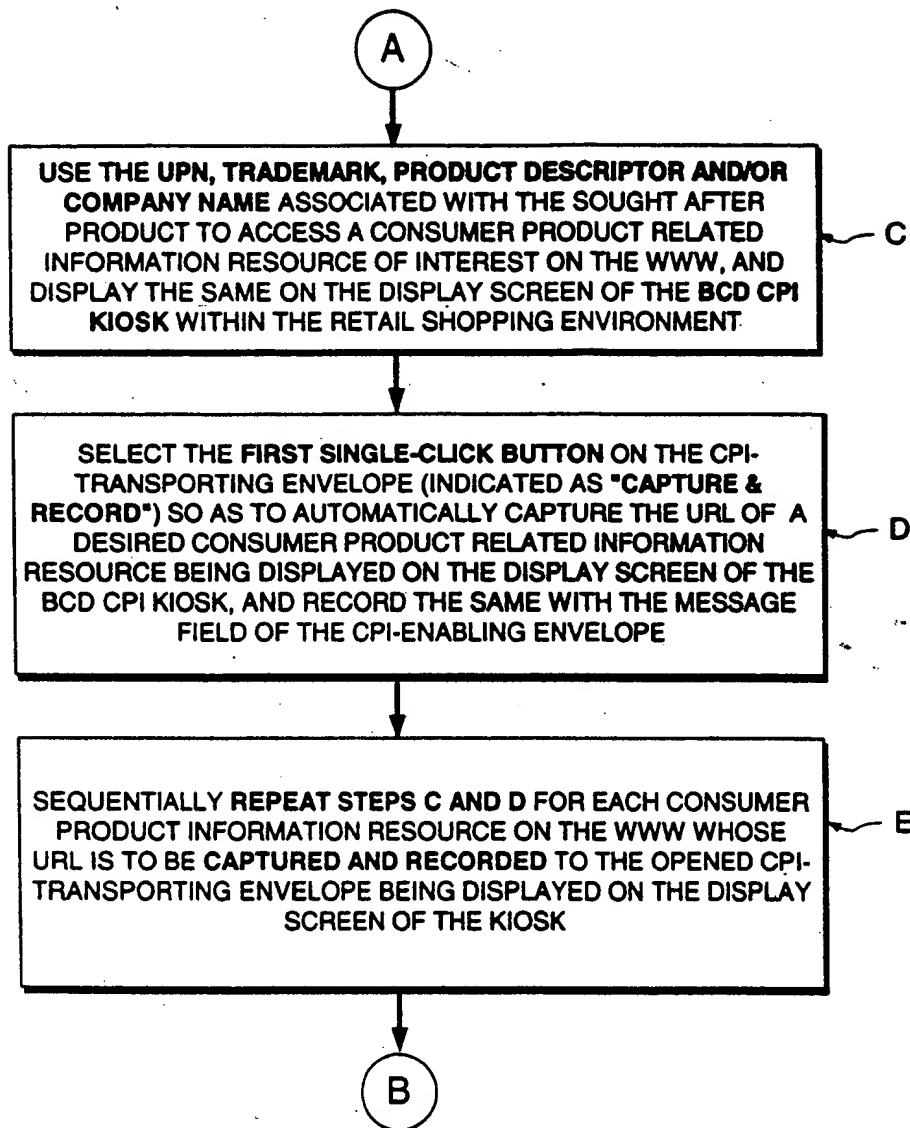


FIG. 3A15B

00215019 11200

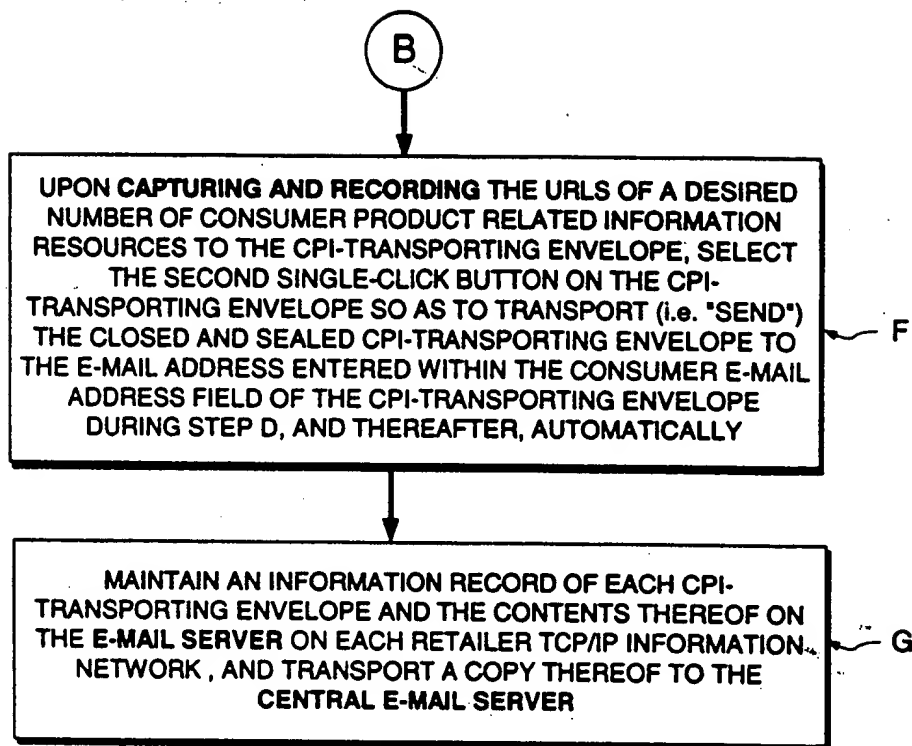


FIG. 3A15C

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US 2001/0012000

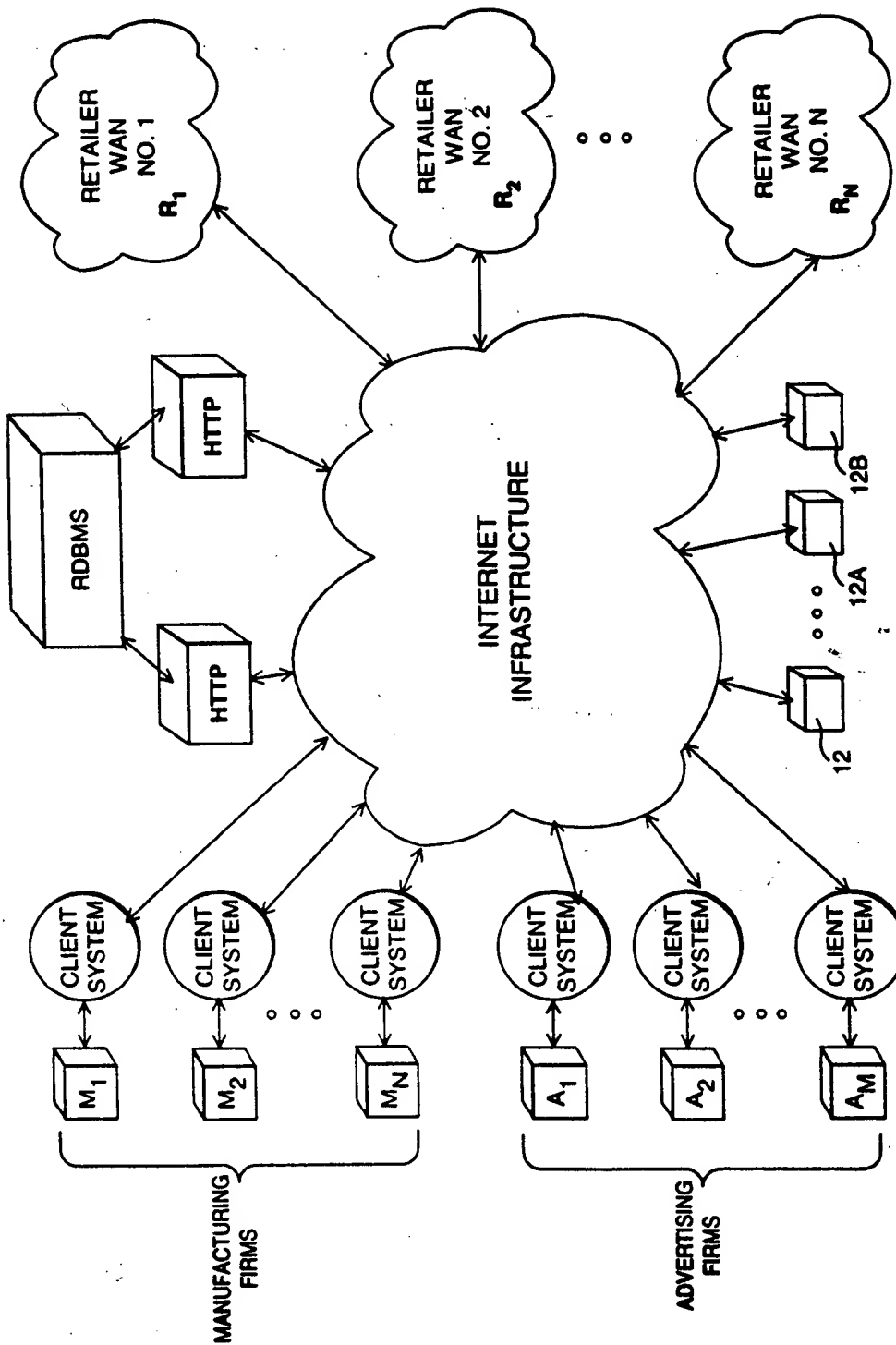


FIG. 3A17

4/13

FIG. 3A18

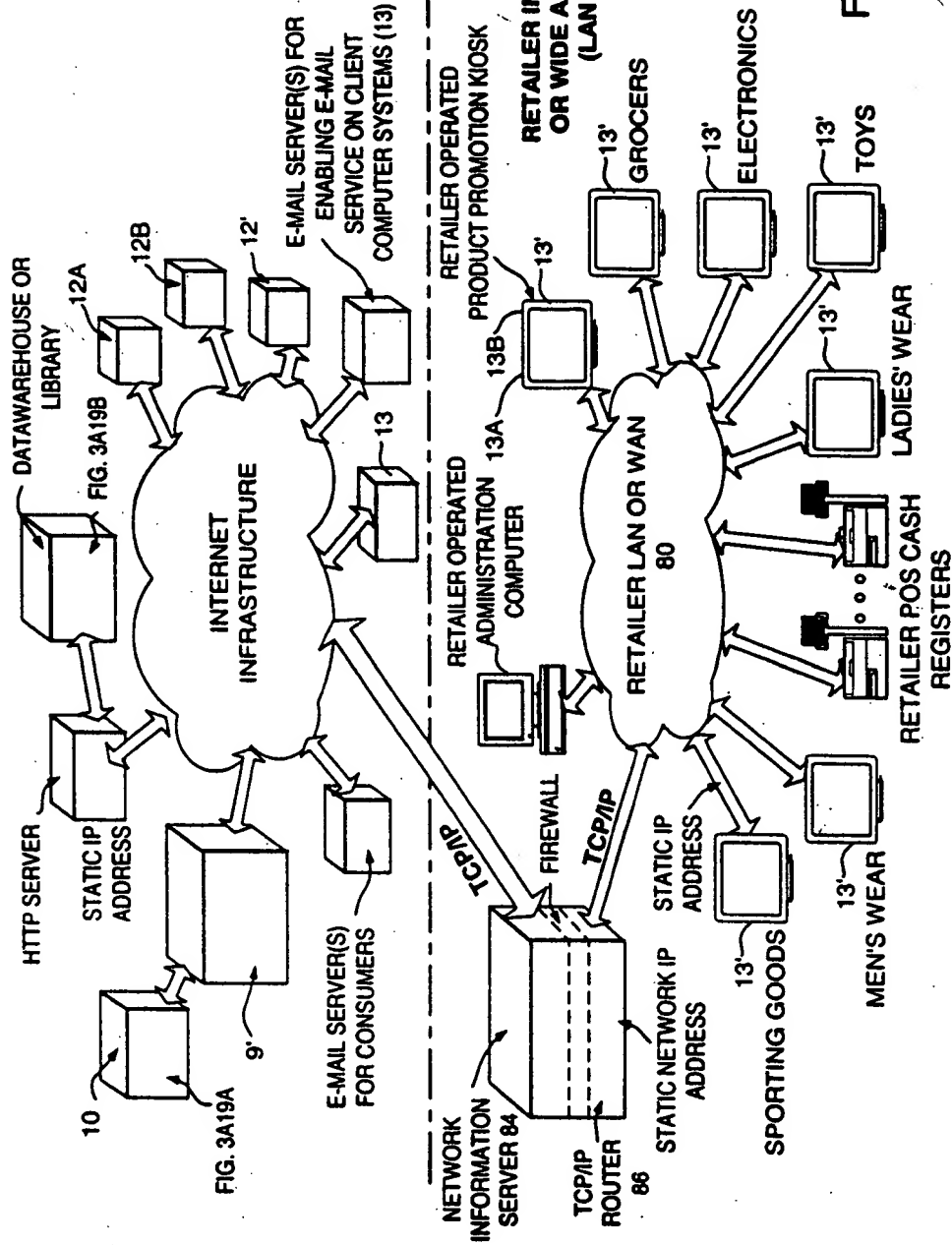


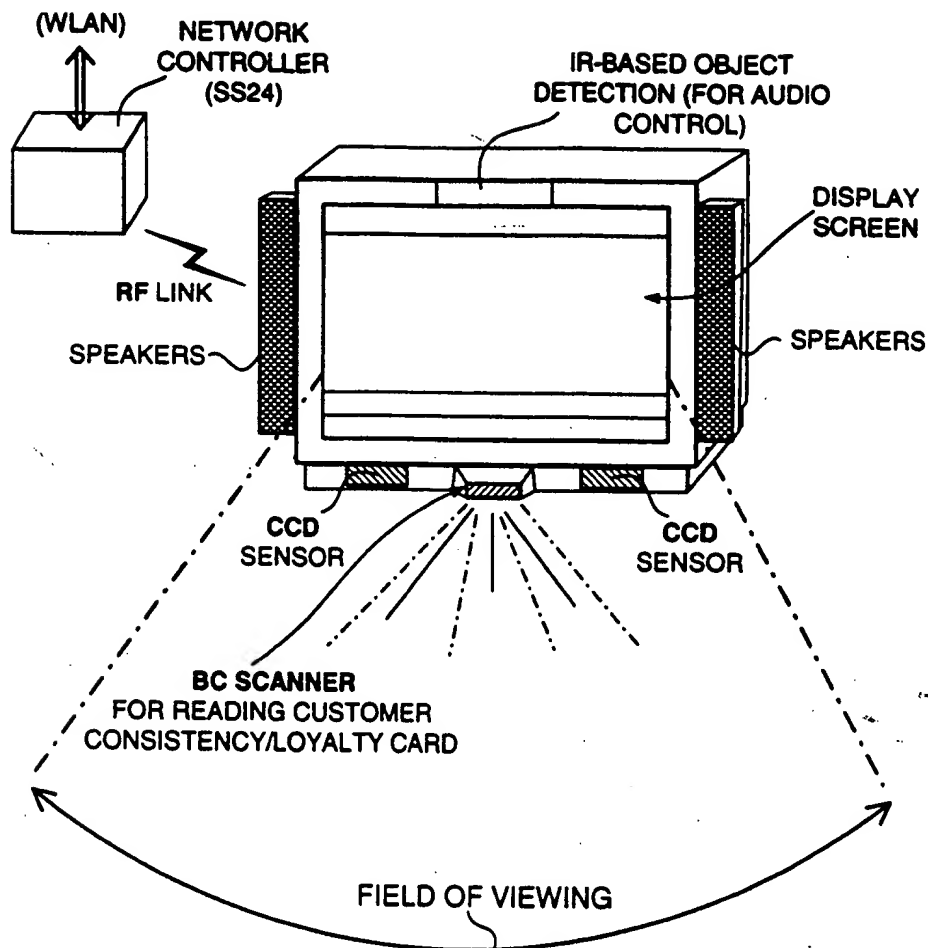
FIG. 3A18

TABLE 100

UPN	RETAILER	URL NO. 1	...	URL NO. N	TRADEMARKS	PRODUCT DESCRIPTION	E-MAIL
			...				
...

FIG. 3A19A

41/173



FEATURES:

- EYE TRAINING AND ACCOUNTING SUBSYSTEM
- TRACKS DETECTED EYEBALL

FIG. 3A19C

42/173

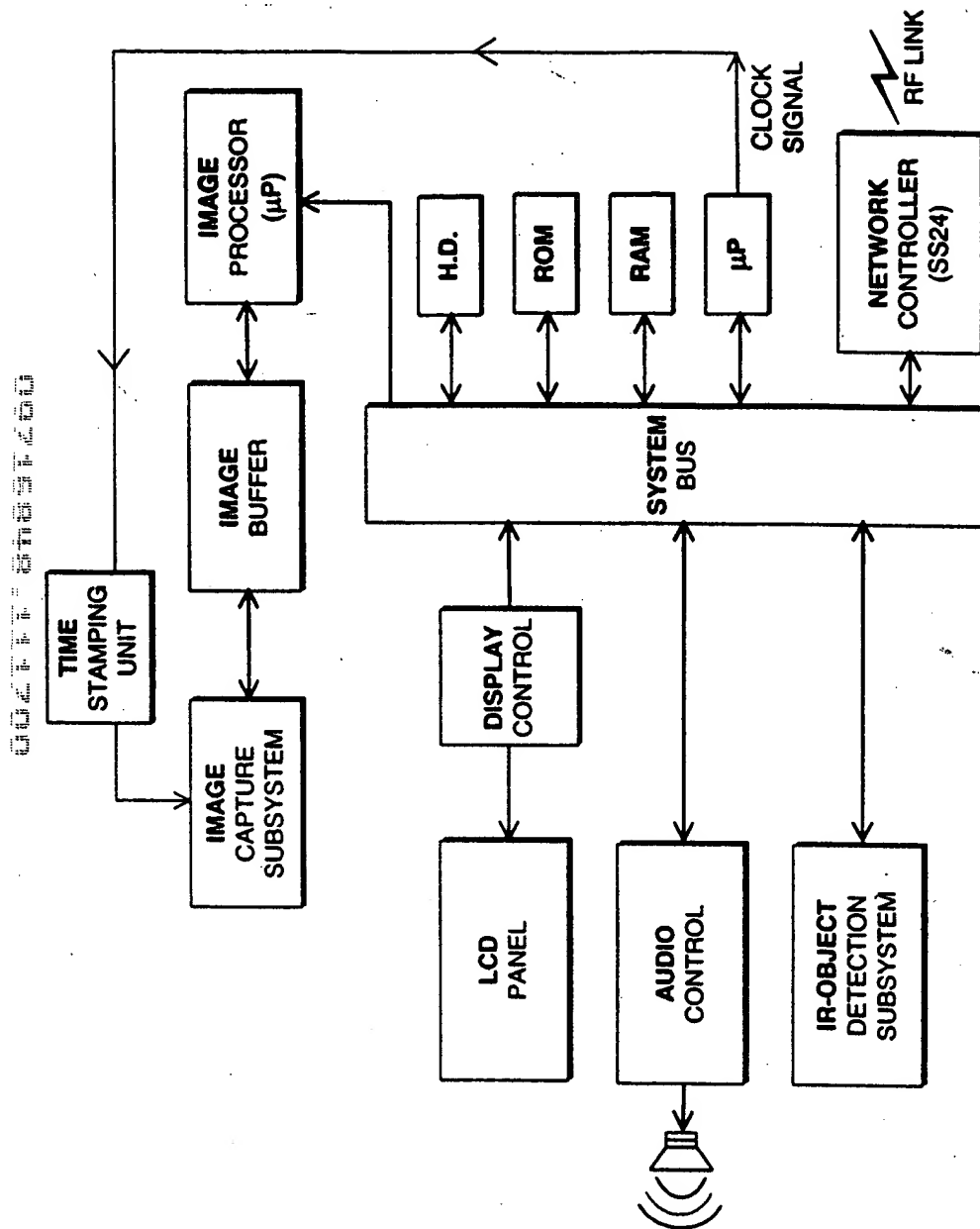


FIG. 3A19D

002111 81051200

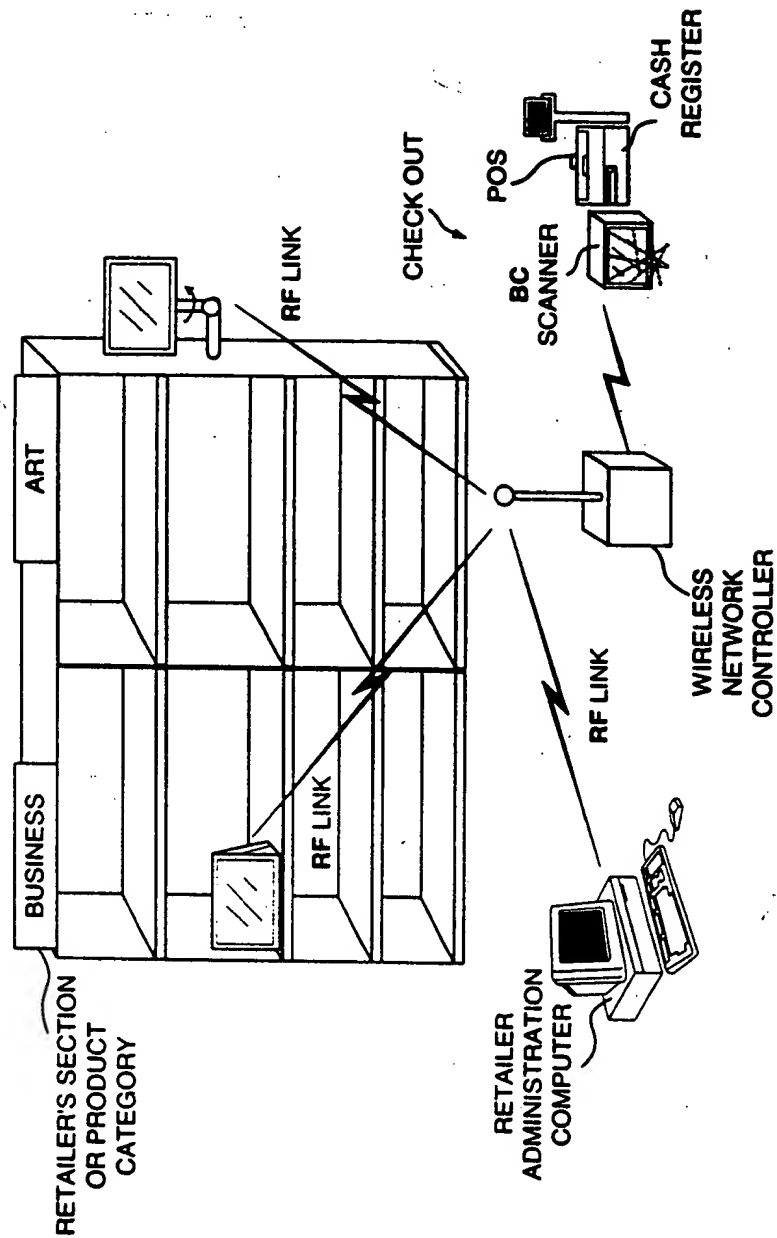


FIG. 3A20

DISPLAY FRAME FOR DISPLAYING THE RETAILER'S IDENTITY/IMAGE SELECTED BY RETAILER (URL-DF1)
DISPLAY FRAME FOR DISPLAYING A PRODUCT ADVERTISEMENT CREATED BY MANUFACTURER AND/OR AGENT THEREOF (URL-DF2), AND SELECTED BY RETAILER
DISPLAY FRAME FOR DISPLAYING A PROMOTIONAL MESSAGE ABOUT THE ADVERTISED PRODUCT, SELECTED BY RETAILER (URL-DF3)
DISPLAY FRAME FOR DISPLAYING THE LOCATION OF THE ADVERTISED PRODUCT IN THE RETAIL STORE OR IN THE RETAILER'S ELECTRONIC STORE, SELECTED BY RETAILER (URL-DF4)

FIG. 3A21A

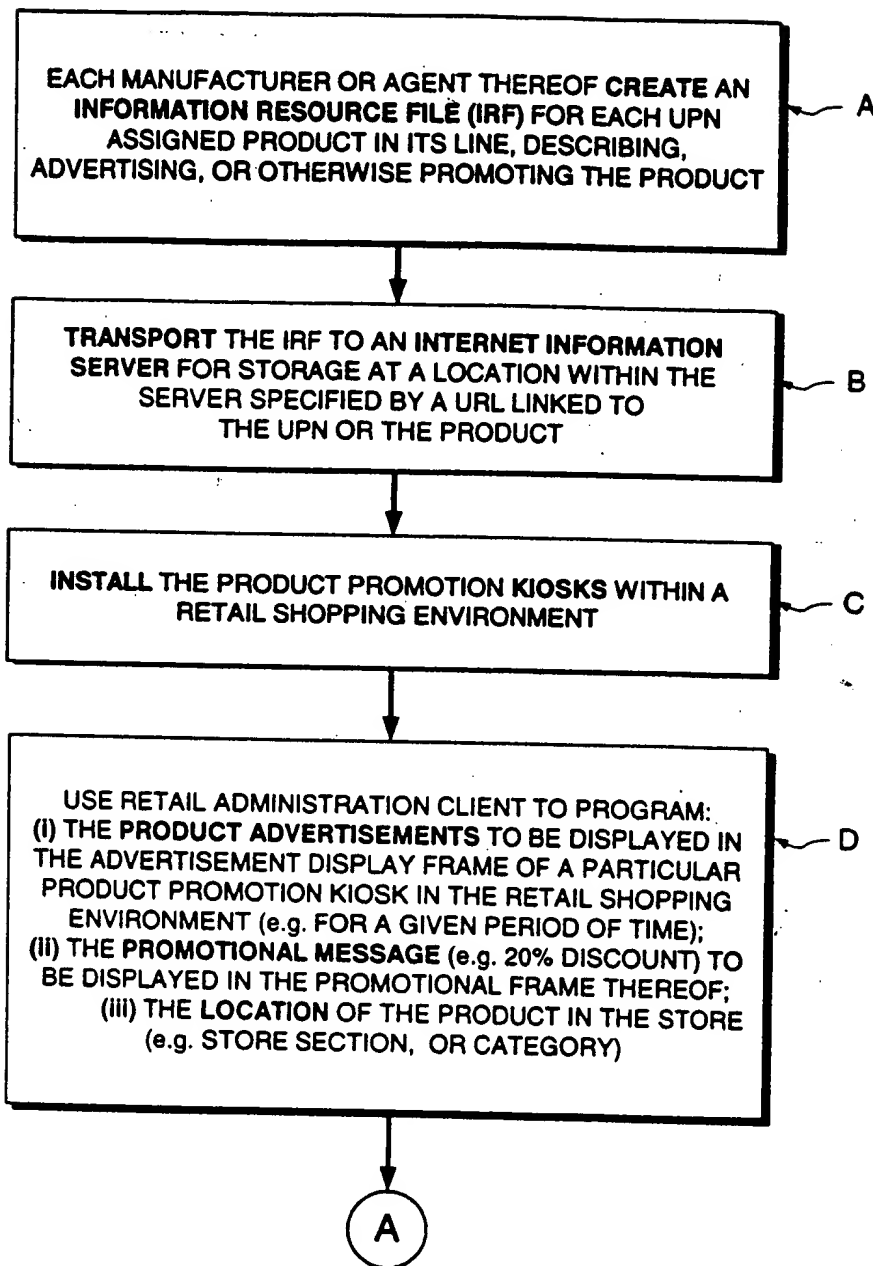


FIG. 3A22A

00745846-11700

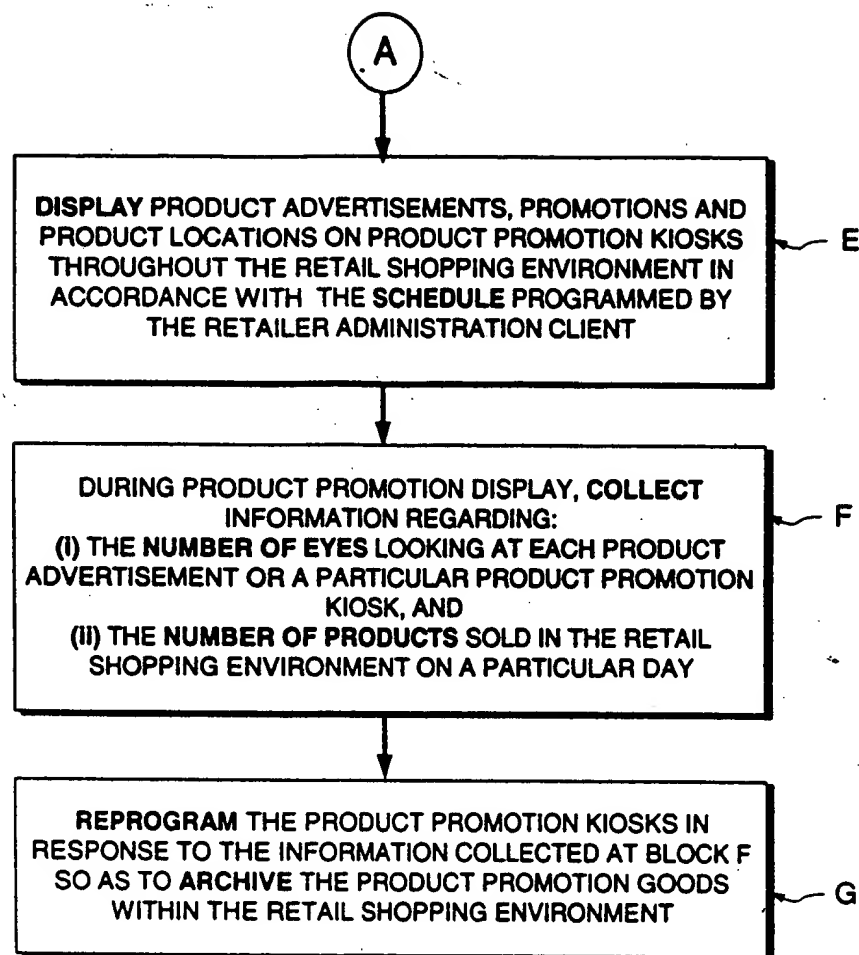


FIG. 3A22B

[illegible][illegible]

FIG. 3A23

[illegible]

FIG. 3A24



FIG. 3B

00211-01057200

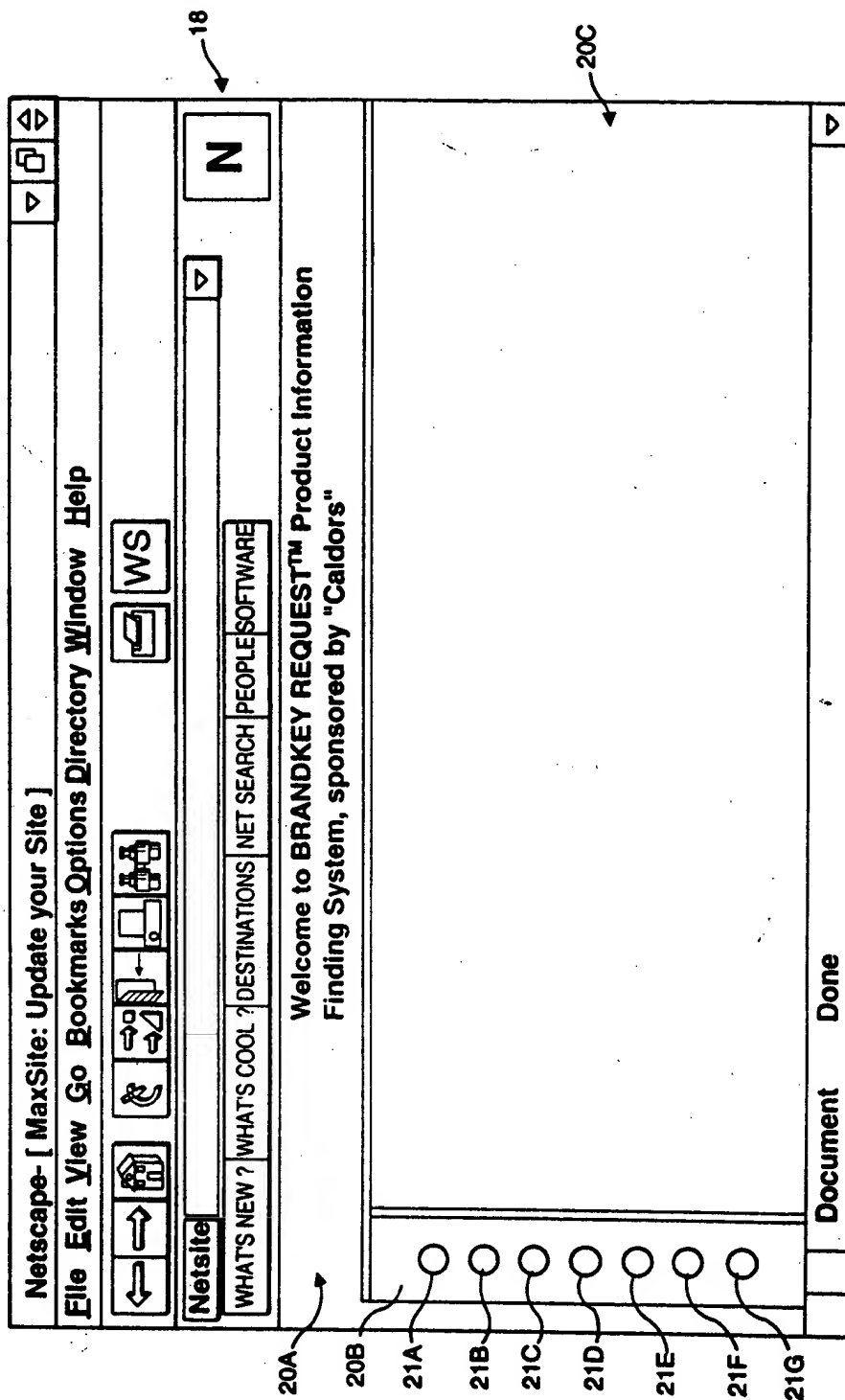


FIG. 3C

00211-81851200

IP / SN	REGISTRANT'S NAME AND ADDRESS	PRODUCT DESCRIPTION	UNIFORM RESOURCE LOCATOR (URL)	TRADE/ SERVICE MARKS	e-mail ADDRESS	CPIR APPLETS	STATUS
7/18908/17674/ 0	APPLE COMPUTER, INC. CUPERTINO, CA.	POWER MAC 7600/120 COMPUTER	http://www.power.com/pc	POWER MAC			
0/373/100/6	PROCTOR & GAMBLE	TOOTH PASTE	http://www.tooth.com/pc	CREST			
3/12547/68404/ 0	WARNER WELCOME	ACID REDUCER	http://www.zantac.com/pc	ZANTAC ZANTAC 75			
0/00005/17643/ 4	KODAK, INC.	FILM PROCESSING	http://www.kodak.com/pc	KODAK			
0/27242/51057/ 9	SONY, INC.	PERSONAL COMPUTER	http://www.sony.com/pc	SONY			

FIG. 4A1

CONSUMER PRODUCT INFO. REQUEST,
CPIR-ENABLING APPLLET LIBRARY

002111-81891200

URL	PRODUCT SPECIFICATION INFORMATION FIELD	PRODUCT UPDATE INFORMATION FIELD	PRODUCT WARRANTY / SERVING INFORMATION FIELD	PRODUCT INCENTIVE INFORMATION FIELD	PRODUCT REVIEW INFORMATION FIELD	MISCELLA- NEOUS INFORMATION FIELD	PRODUCT ADVERTI- SEMENT INFORMATION FIELD
...

FIG. 4A2

00000000000000000000

IP / S N	REGISTRANT'S NAME AND ADDRESS	PRODUCT DESCRIPTION	TRADE/SERVICE MARKS	E-MAIL ADDRESS	STATUS
7/05089/37460/7	NETSCAPE COMMUNICATIONS CORP.	INTERNET NAVIGATOR	NETSCAPE, NAVIGATOR		
0/30000/01020/4	QUAKER, INC.	OATMEAL	QUAKER		
0/496/390/1	COLA COLA, INC.	COCA SODA	COCA - COLA, COKE		
0/7599/24245/2	WARNER BROS.	PAT METHANY AUDIO CD	GEFFEN		
:	:	:	:	:	:
:	:	:	:	:	:
:	:	:	:	:	:

FIG. 4B

00000000000000000000

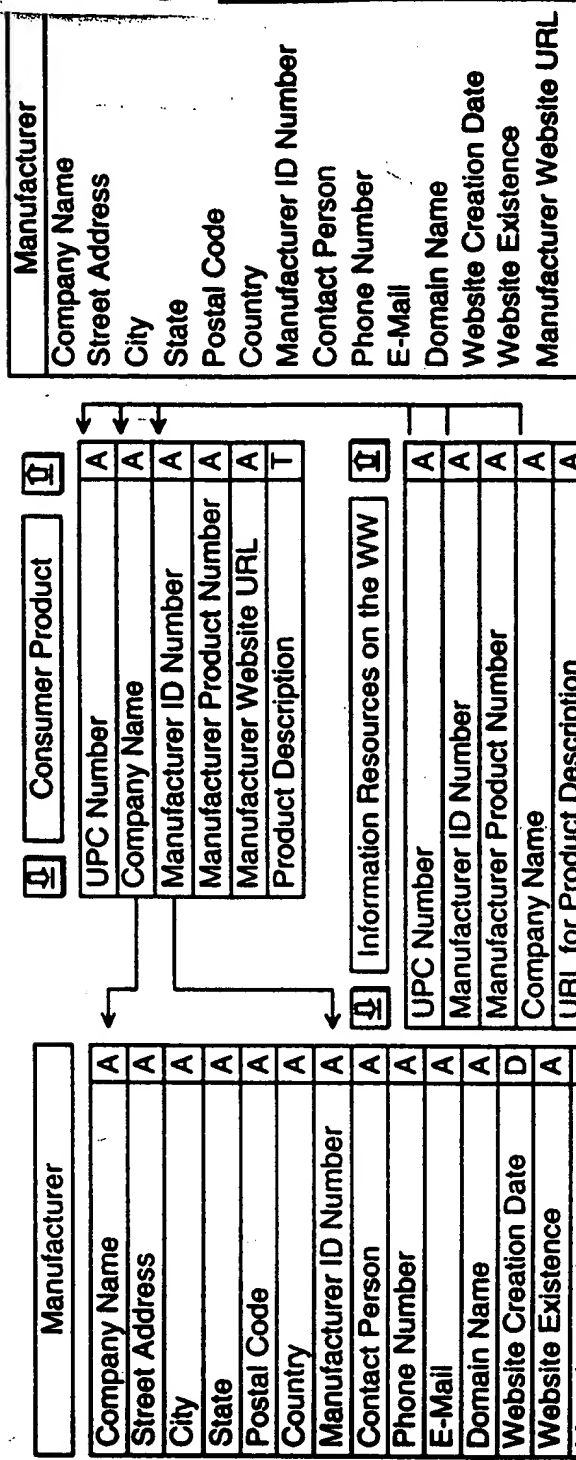


FIG. 4C1

FIG. 4C

03211-81551200

Consumer Product
UPC Number
Company Name
Manufacturer ID Number
Manufacturer Product Number
Manufacturer Website URL
Product Description
Primary Trademark
Secondary Trademark
Package Type
UPC Symbol Type
Website Marking on Package
800 Consumer Phone Number

FIG. 4C2

Info. Resources on WWW
UPC Number
Manufacturer ID Number
Manufacturer Product Number
Company Name
URL For Product Description
URL For Product Manual
URL For Warranty Service
URL For WWW Advertisement
URL For WWW Advertisement
URL For WWW Advertisement
URL For Product Wholesaler
URL For Product Wholesaler
URL For Product Wholesaler
URL For Product Retailer No.1
URL For Product Retailer No.2
URL For Product Retailer No.3
URL For Direct Product Purchase
URL For Complementary Product
URL For Complementary Product
URL For Complementary Product
URL For Company Annual Report
URL For Company Stock Purchase

FIG. 4C3

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00215510 111700

RETAILER
Company Name
Street Address
City
State
Postal Code
Country
Manufacturer ID Number
Contact Person
Phone Number
E-Mail
Domain Name
Website Creation Date
Website Existence
Manufacturer Website URL
Manufacturer No. 1
Manufacturer No. 2
Manufacturer No. 3
Manufacturer No. 4
Manufacturer No. 5
Manufacturer No. 6
Manufacturer No. 7
Manufacturer No. 8
Manufacturer No. 9
Manufacturer No. 10
⋮
Manufacturer No. N

FIG. 4D

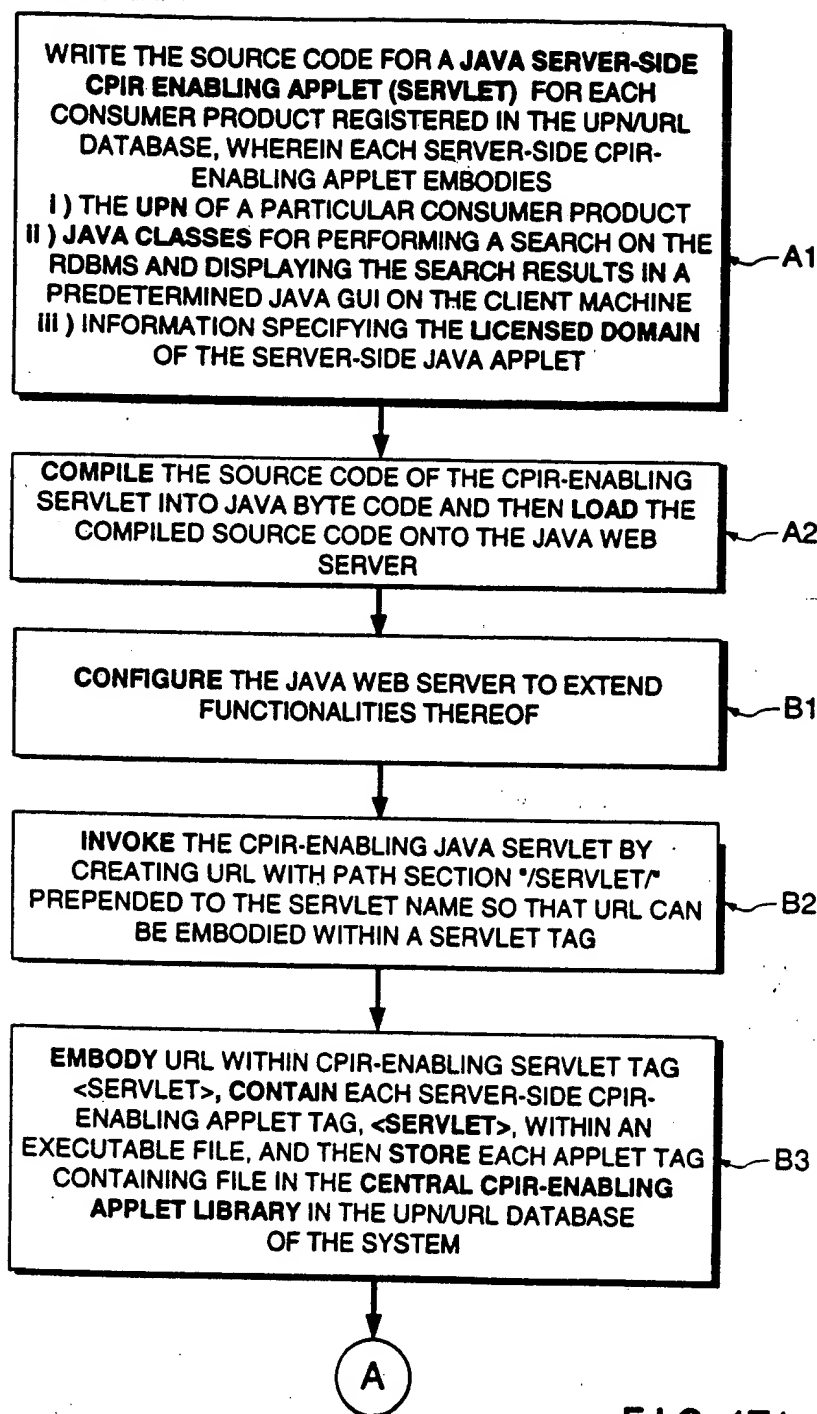


FIG. 4E1

FIG. 4E2

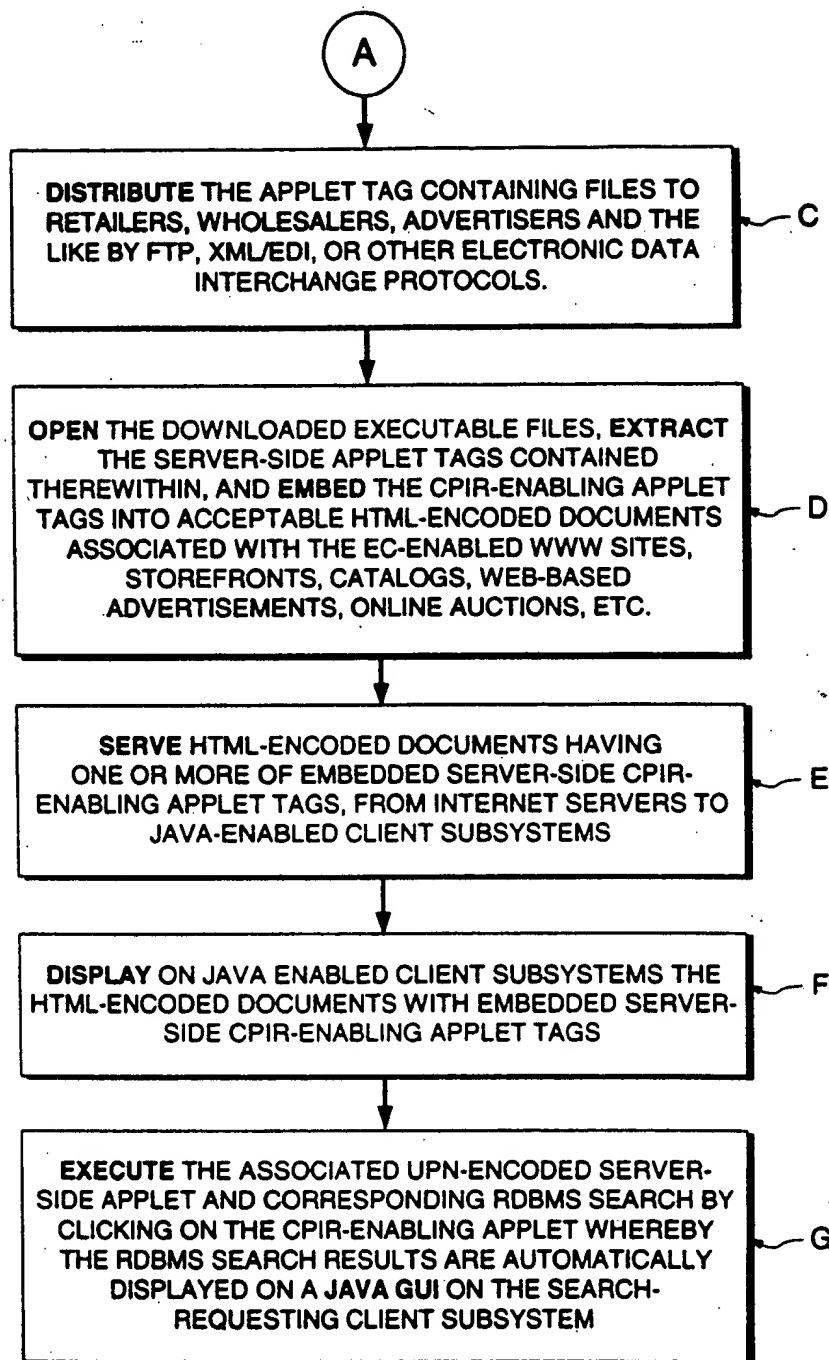


FIG. 4E2

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00211-01051200

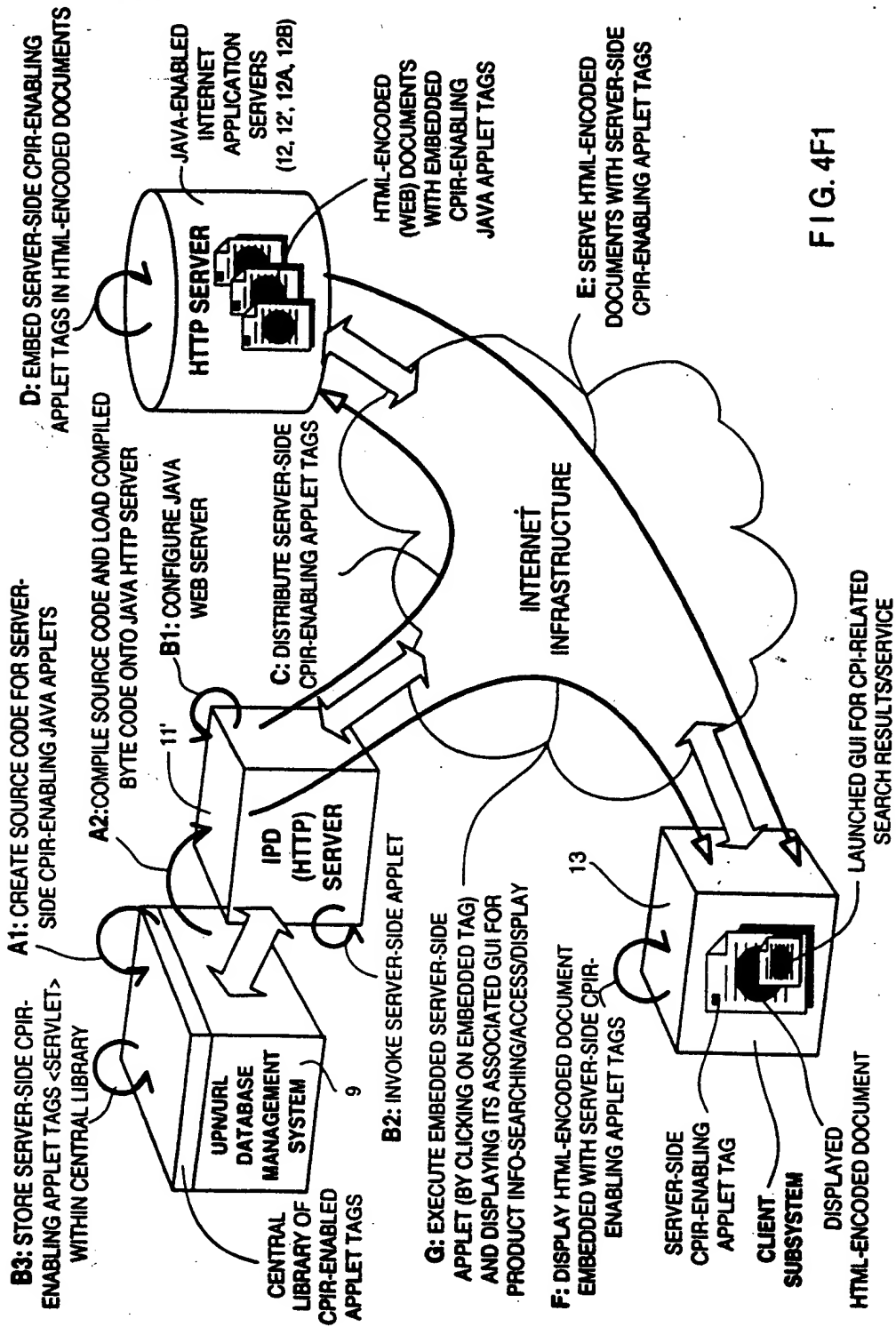


FIG. 4F1

60/173

FIG. 4F2

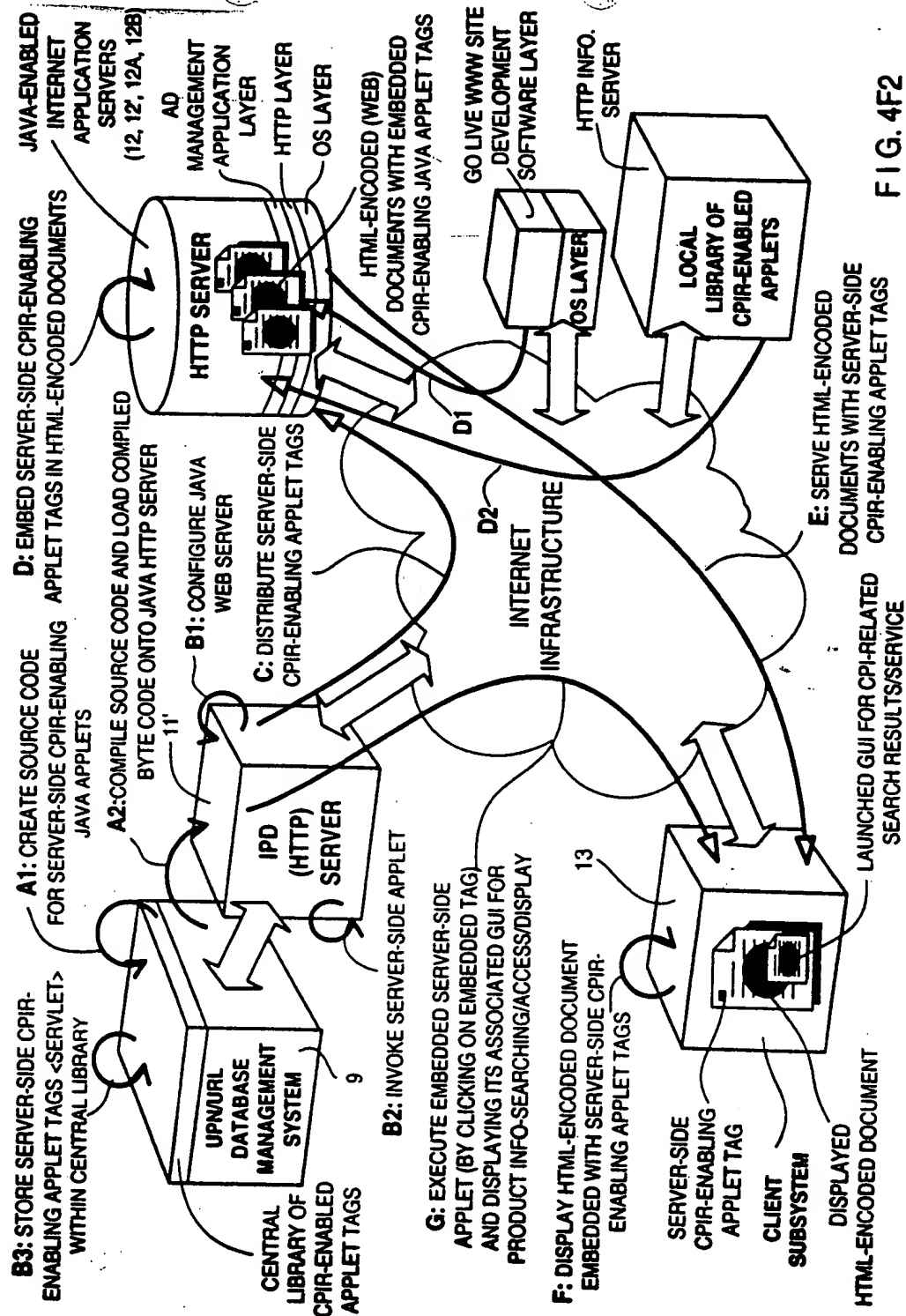


FIG. 4F2

000000000000000000

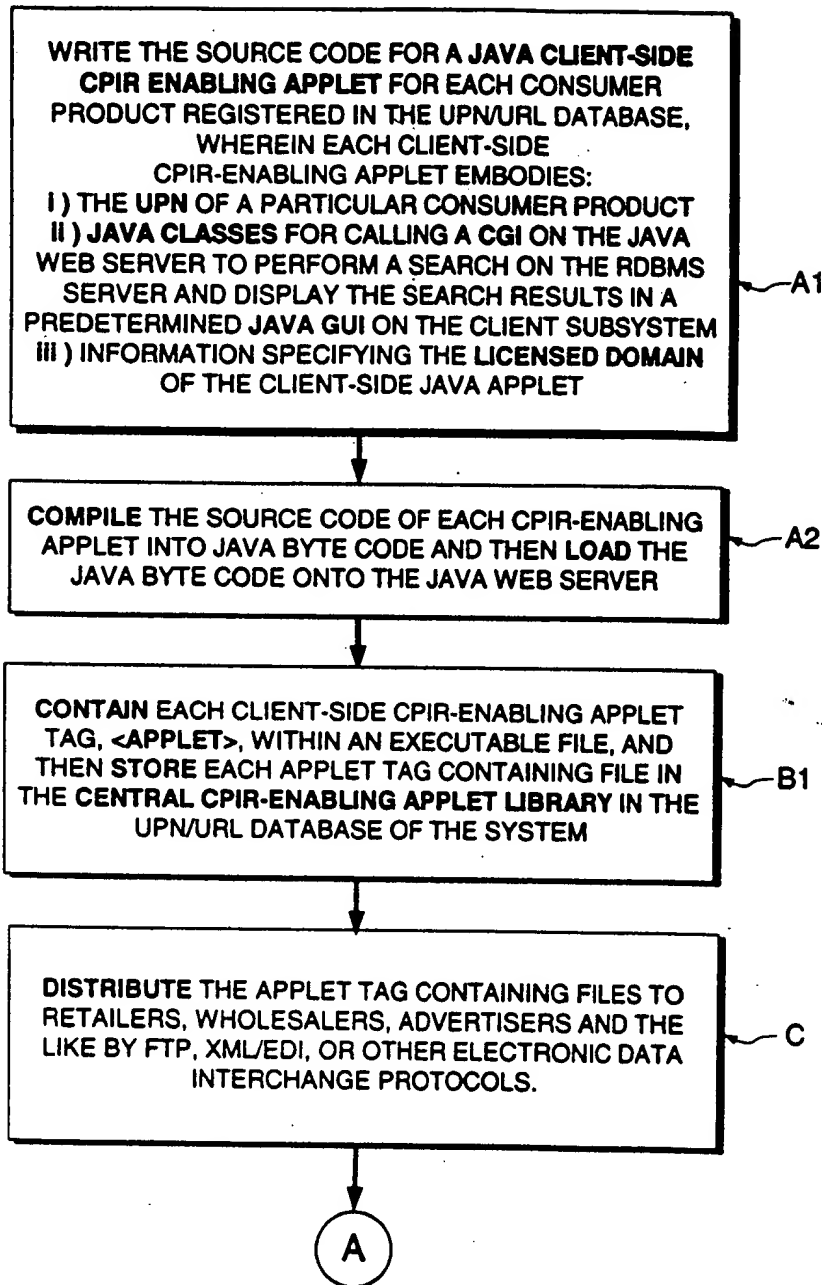


FIG. 4G1

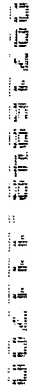


FIG. 4G2

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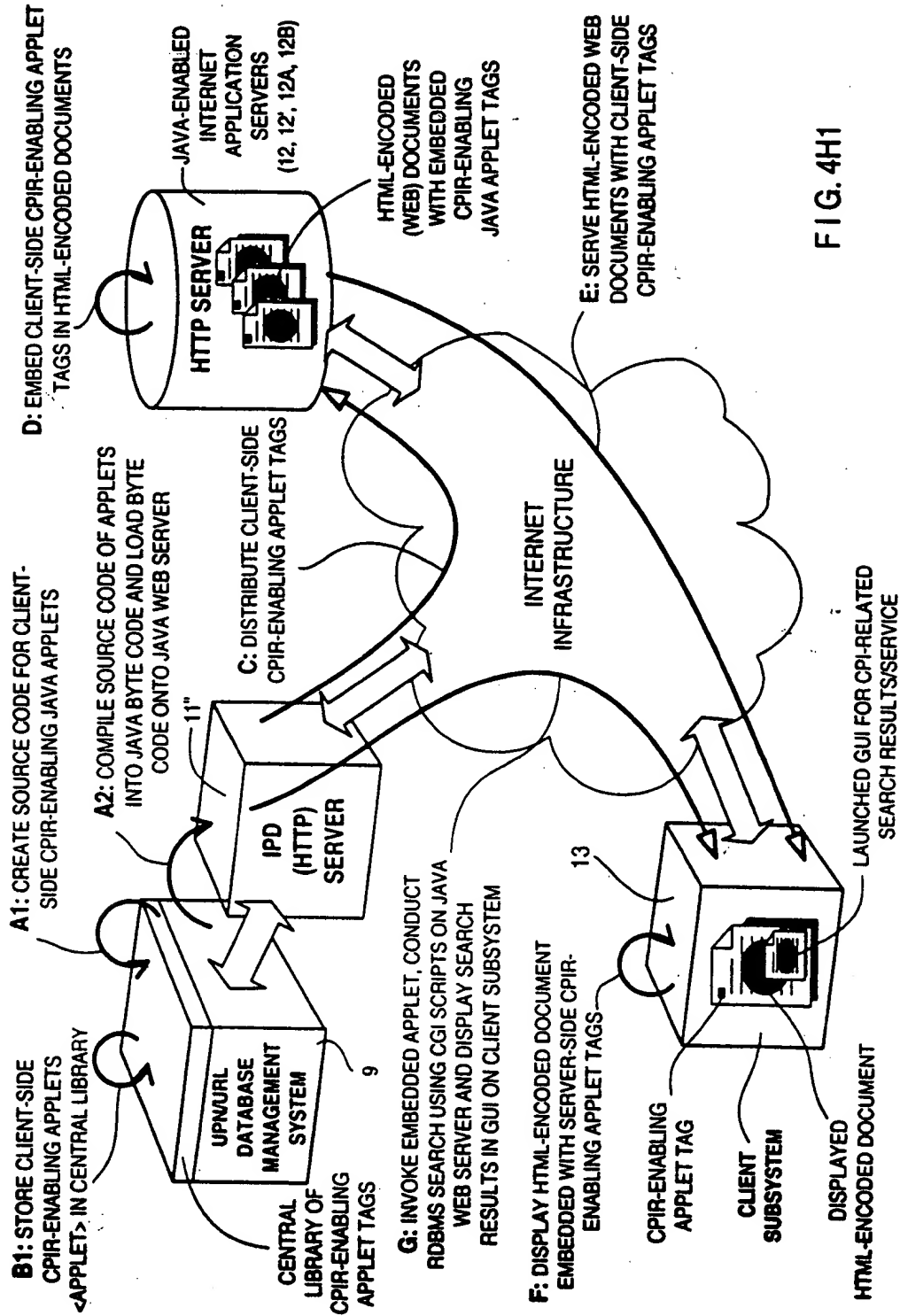


FIG. 4H1

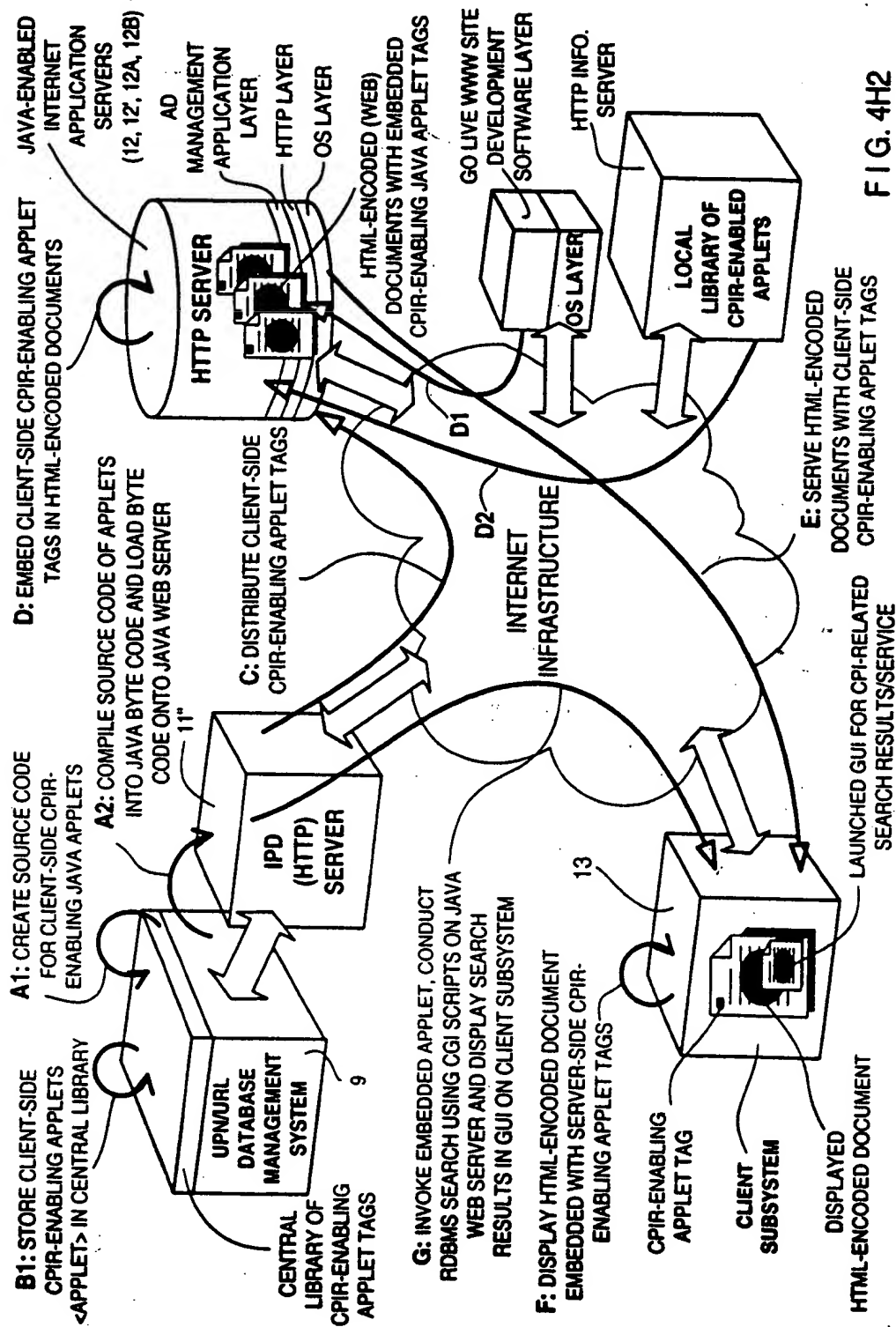


FIG. 4H2

65/193

WRITE THE SOURCE CODE FOR A JAVA CLIENT-SIDE CPIR
ENABLING APPLLET FOR EACH CONSUMER PRODUCT
REGISTERED IN THE UPN/URL DATABASE, WHEREIN EACH
CLIENT-SIDE CPIR-ENABLING APPLLET EMBODIES:
I) THE UPN OF A PARTICULAR CONSUMER PRODUCT
II) JAVA CLASSES FOR CREATING A SOCKET CONNECTION
BETWEEN THE CLIENT SYSTEM AND JAVA WEB SERVER
AND TO PERFORM A SEARCH ON THE RDBMS SERVER, AND
DISPLAYING THE SEARCH RESULTS IN A PREDETERMINED
JAVA GUI ON THE CLIENT SUBSYSTEM
III) INFORMATION SPECIFYING THE LICENSED DOMAIN OF
THE CLIENT-SIDE JAVA APPLLET

A1

COMPILE THE SOURCE CODE OF EACH CPIR-ENABLING
APPLLET INTO JAVA BYTE CODE AND THEN LOAD THE
JAVA BYTE CODE ONTO THE JAVA WEB SERVER

A2

CONTAIN EACH CLIENT-SIDE CPIR-ENABLING APPLLET
TAG, <APPLLET>, WITHIN AN EXECUTABLE FILE, AND
THEN STORE EACH APPLLET TAG CONTAINING FILE IN
THE CENTRAL CPIR-ENABLING APPLLET LIBRARY IN THE
UPN/URL DATABASE OF THE SYSTEM

B1

DISTRIBUTE THE APPLLET TAG CONTAINING FILES TO
RETAILERS, WHOLESALERS, ADVERTISERS AND THE
LIKE BY FTP, XML/EDI, OR OTHER ELECTRONIC DATA
INTERCHANGE PROTOCOLS.

C

A

FIG. 411

00715049-11200

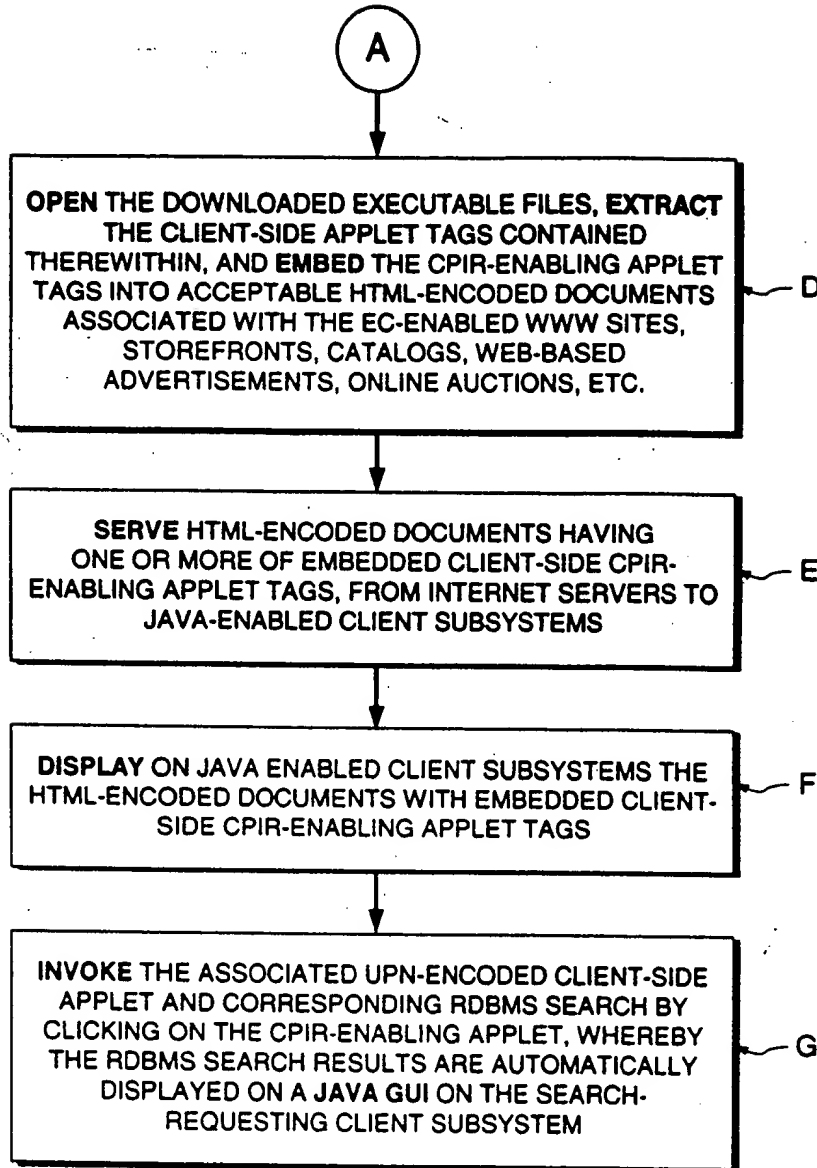


FIG. 412

07/193

002111 81051200

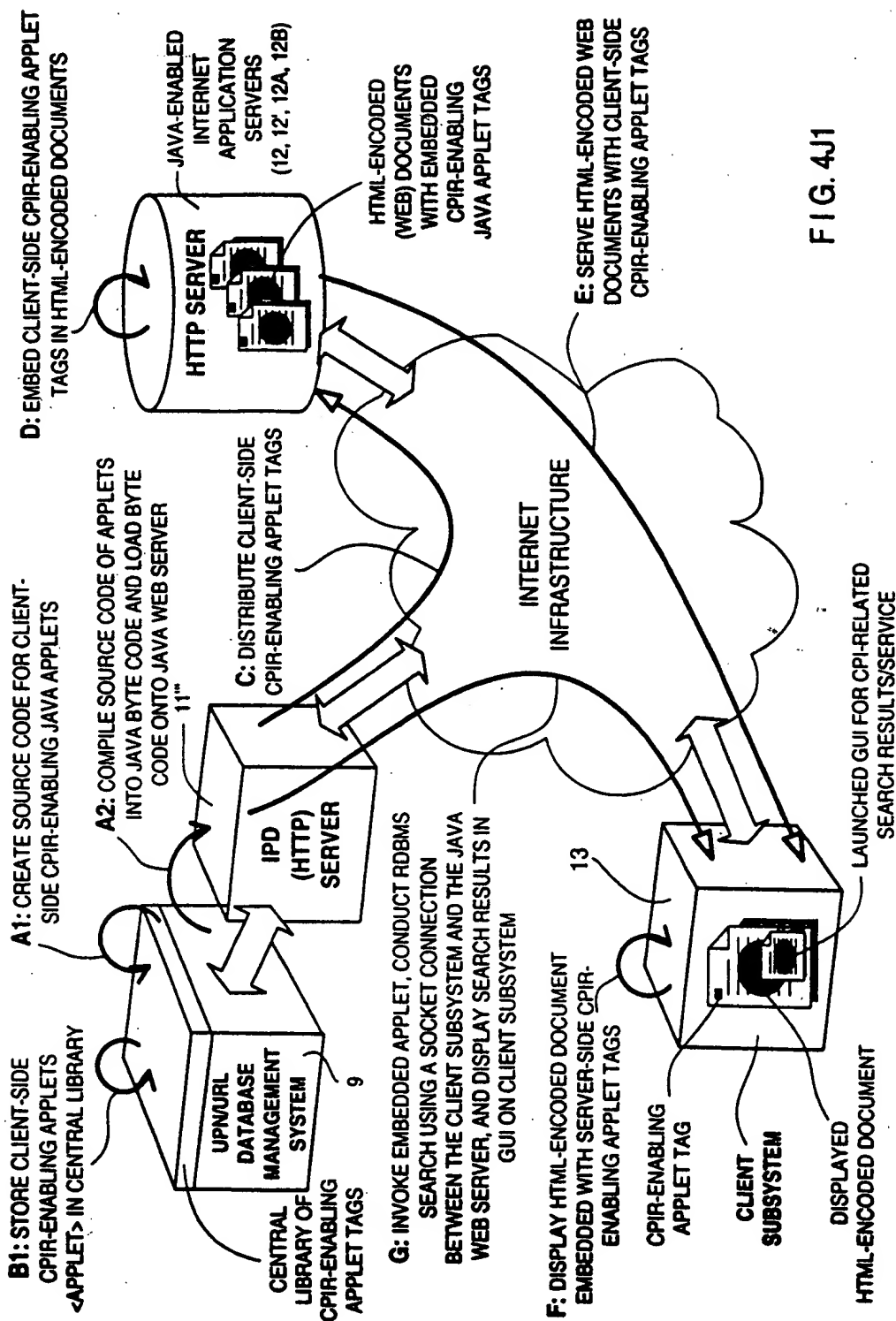


FIG. 4J1

60/173

00244-87857-200

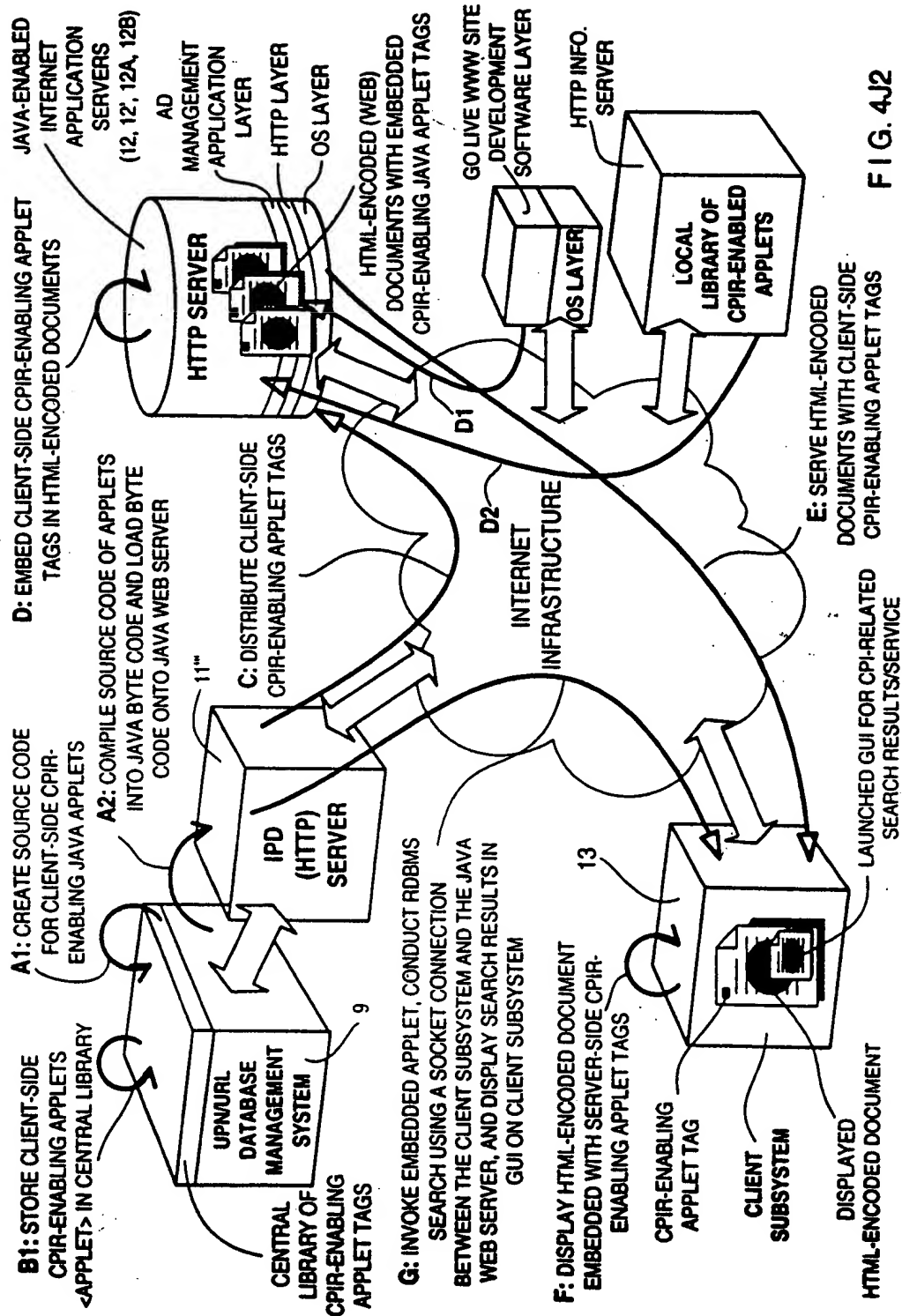


FIG. 4J2

00715048-111200

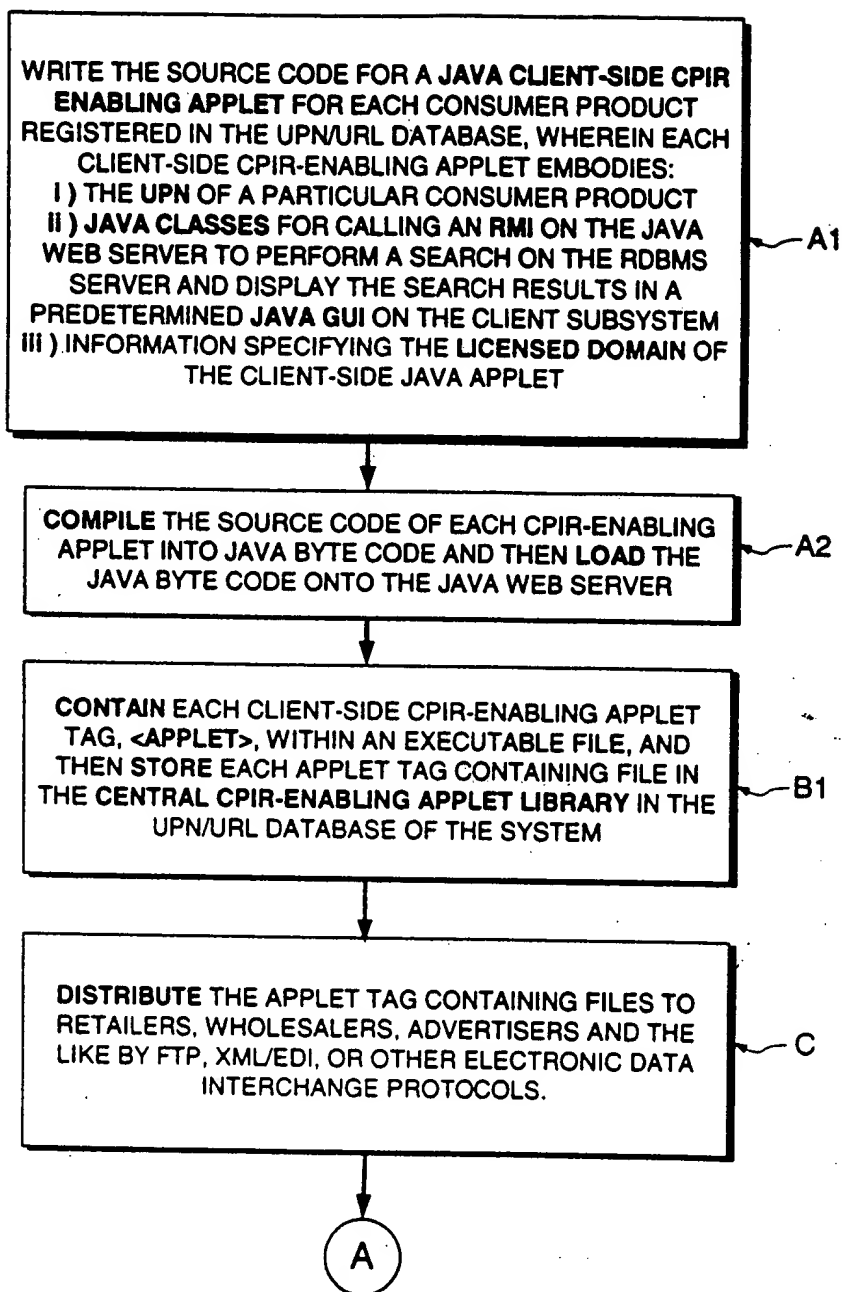


FIG. 4K1

0021101051200

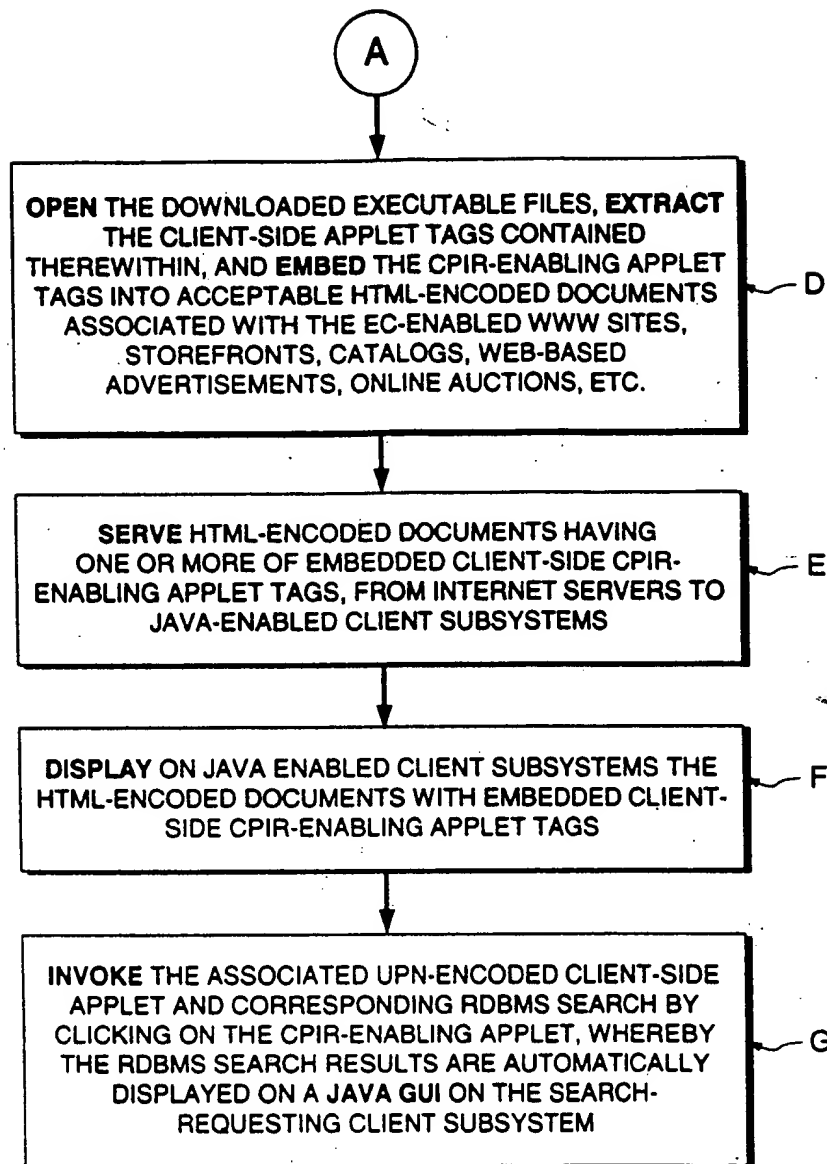
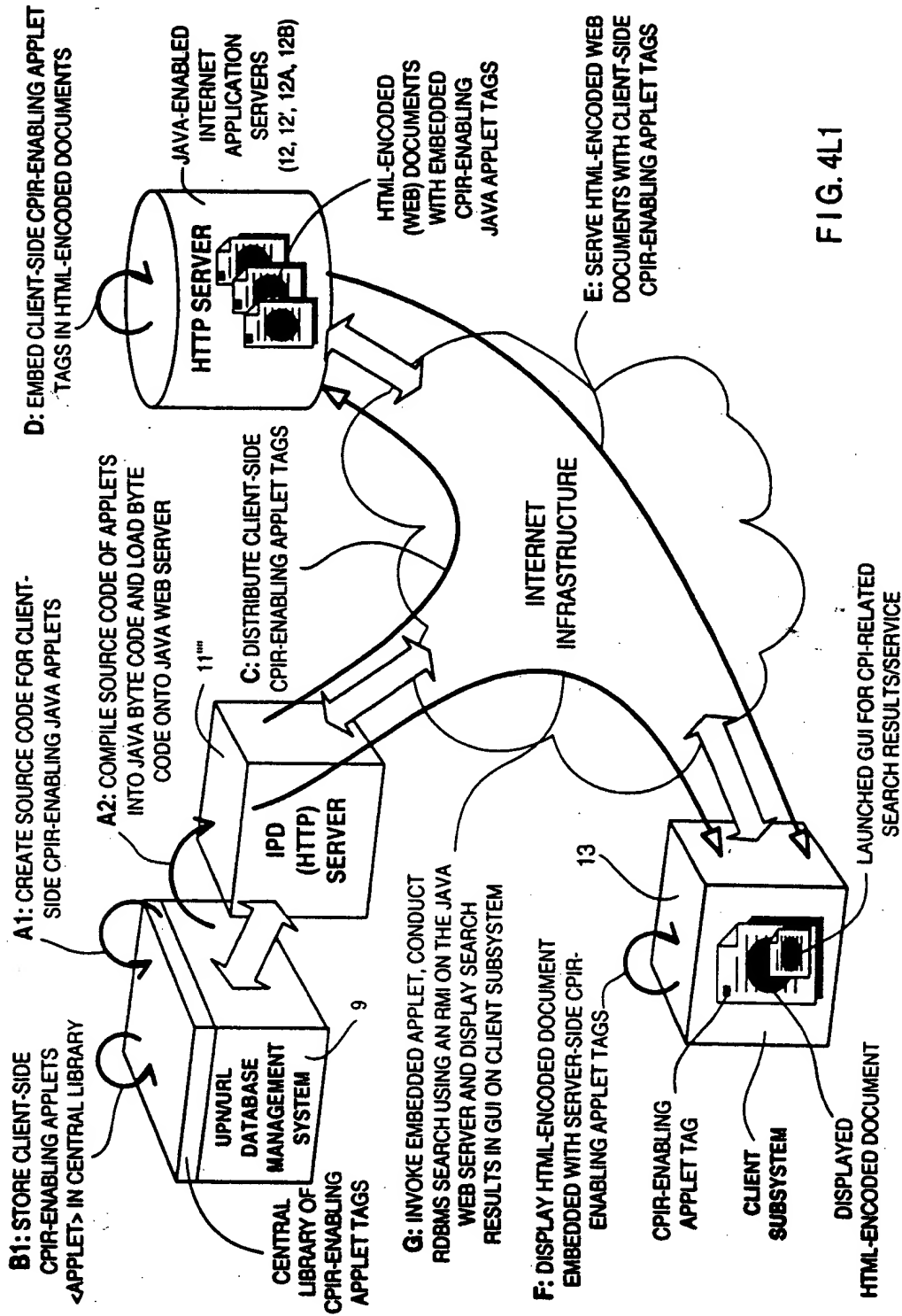


FIG. 4K2

71/173

FIG. 4L1



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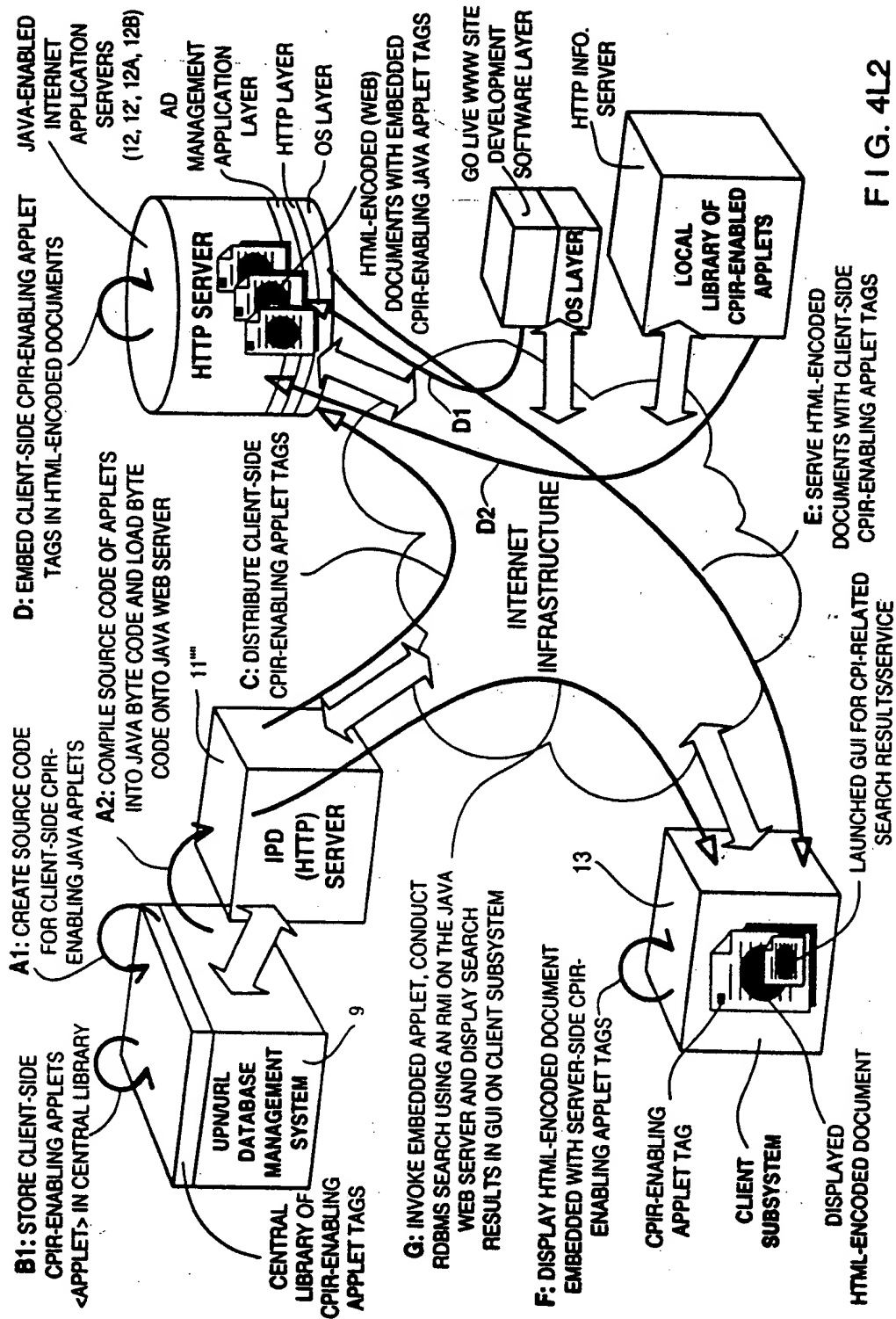


FIG. 4L2

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002111 81051250

BRANDKEY REQUEST™ CONSUMER PRODUCT INFORMATION SERVER			
CENTRAL LIBRARY OF CPiR-ENABLING APPLETS			
UPC No.	Trademark	Manufacturer No.	Download
0000000000	Power Mac Computer	0000000000	Click here to Download
111111111111	Sony	1111111111111111	
2222222222	J. Crew	22222222222222	

FIG. 4M1

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0027787051260

File		Vendor # 124164612046		Vendor Name VENUE DESIGN		Product Blassport		Product Description Blassport by Bill Blass. 100% spun silk, mock turtleneck in colors to match our plum blazer. Soft fine-gauge rib knit, fully fashioned. Hand Wash. Imported. Available in 8 colors.		Image 1		Image 2		Image 3		Image 4	
File		Vendor # 124164612046		Vendor Name VENUE DESIGN		Product Blassport		Product Description Blassport by Bill Blass. 100% spun silk, mock turtleneck in colors to match our plum blazer. Soft fine-gauge rib knit, fully fashioned. Hand Wash. Imported. Available in 8 colors.		Image 1		Image 2		Image 3		Image 4	

100

FIG. 4M2

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00277-87891200

Yahoo! Netscape

2

My Yahoo! ?

Personalize What's Hot Check Email

Yahoo! Mail
free email for life

HARDTOP
OR TOPLESS?

Plk your
advanced search domain free

Yahoo! Shopping - Computers, Videos, DVDs, CDs, Toys, Electronics and more

Shopping - Auctions - Yellow Pages - People Search - Mass Travel - Classifieds - Personnel - Games - Chat - Clubs
Mail - Calendar - Messenger - Companies - My Yahoo! - News - Sports - Weather - TV - Stock Quotes - more...

<p>Arts & Humanities Literature, Photography...</p> <p>Business & Economy Companies, Finance, Jobs...</p> <p>Computers & Internet Internet WWW, Software, Games...</p> <p>Education College and University, K-12</p>	<p>News & Media Full Coverage Newspapers, TV...</p> <p>Recreation & Sports Sports, Travel, Autos, Outdoor...</p> <p>Reference Libraries, Dictionaries, Quotations...</p> <p>Regional Countries, Regions, US States...</p>	<p>In the News Millions w/o food in India McKinney jailed for life for Shepard murder Seattle gunmen still loose Giant dinosaur discovered</p> <p>Marketplace Y! Auctions - Pokemon Hello Kitty Shop Y! Travel - plan your</p>
--	---	--

FIG. 4N1

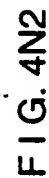


FIG. 4N2

79/173

002111-01051200

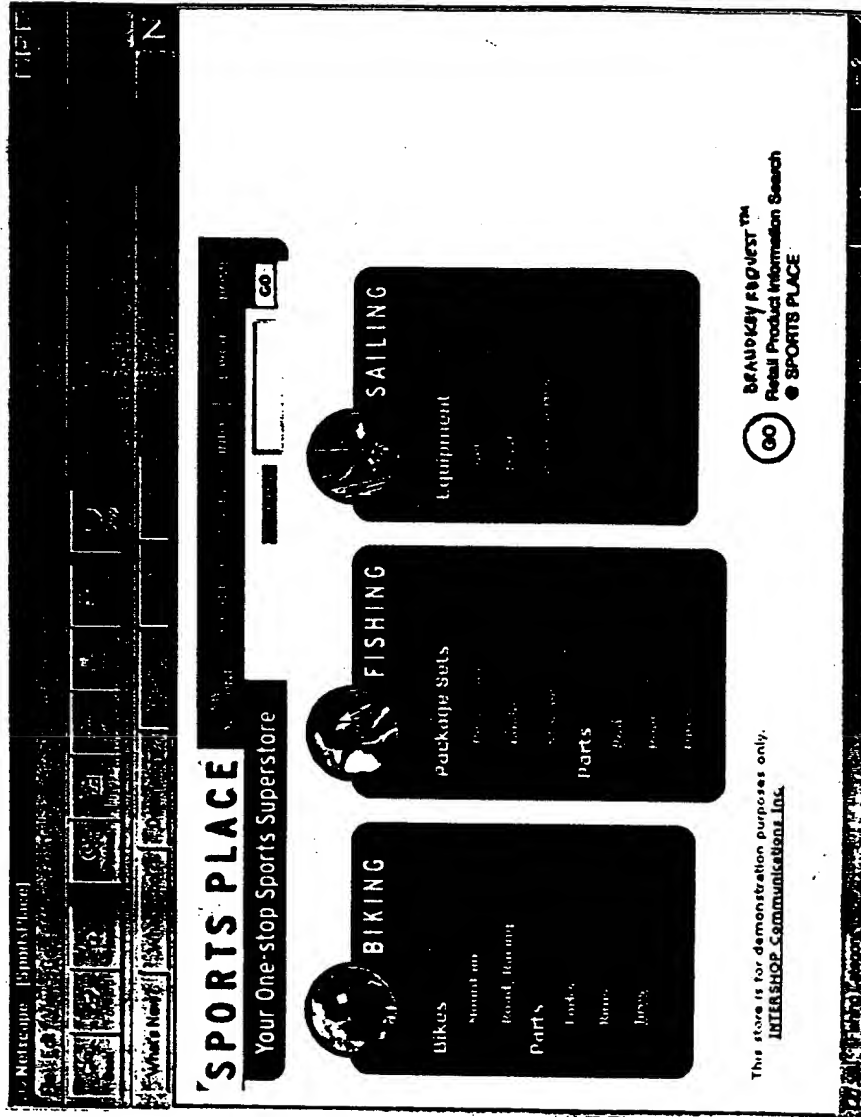


FIG. 401



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00000000000000000000

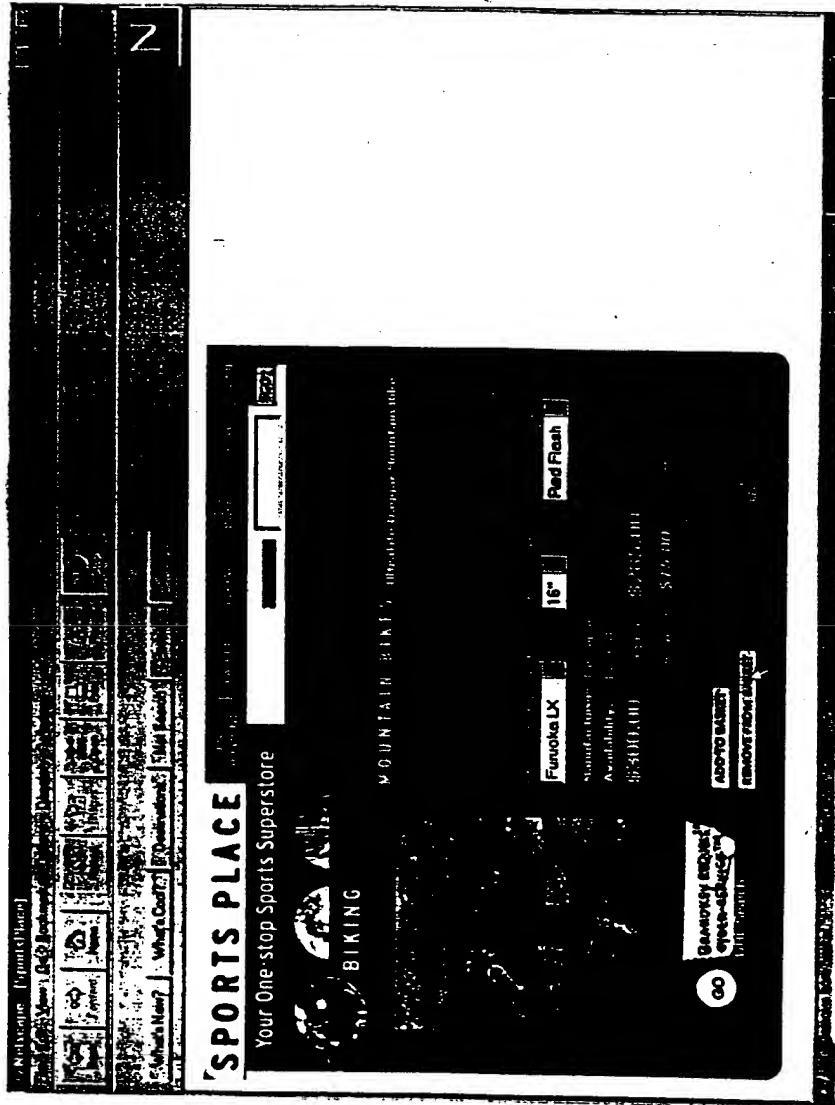


FIG. 4P1

80/173

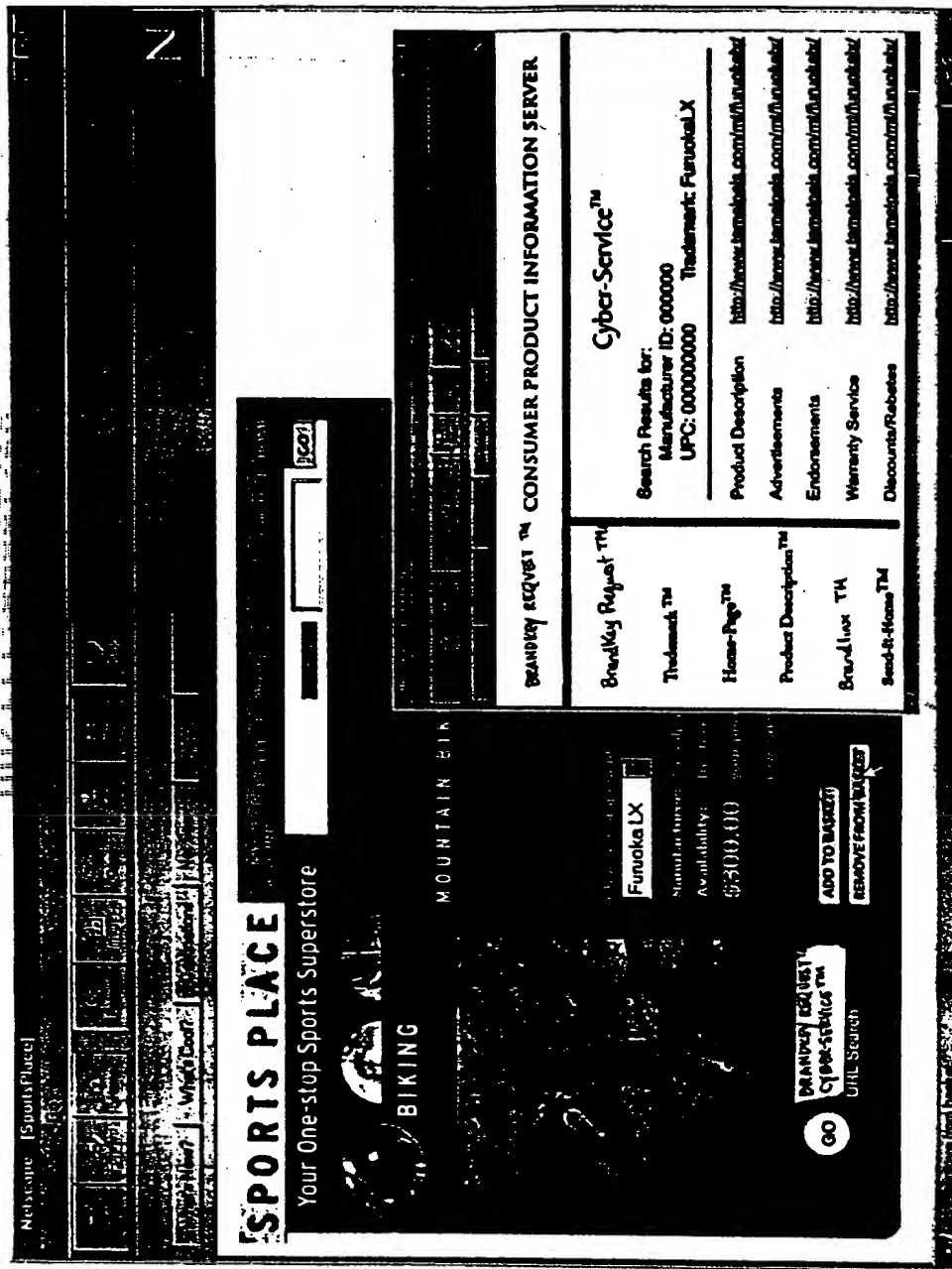


FIG. 4P2

81/173

00244-010000000000

News Page Follow Your Personal Trading Community

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ebay

categories

- Automotive
- Antiques (0018)
- Books, Movies, Music (12016)
- Coin & Stamps (11017)
- Collectibles (01107)
- Computers (0001)
- Dolls, Figures (0201)
- Great Collections (0004)
- Jewelry, Gemstones (12011)
- Photo & Electronics (11014)
- Pottery & Glass (12017)
- Sports Memorabilia (04012)
- Toys, Bean Bag, Plush (02116)
- Miscellaneous (00111)
- [all categories...](#)

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Sell your item

Click here

see all featured...

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How do I bid?
How do I sell?
Why eBay is safe
Register, it's free!

cool happens...
DeMaggio Auction

Welcome back Rosie!
Bid on items to benefit the For All Kids Foundation

Fundraising at eBay.
Check it out!

Hop aboard
my time

FIG. 4Q1

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00211 81031200

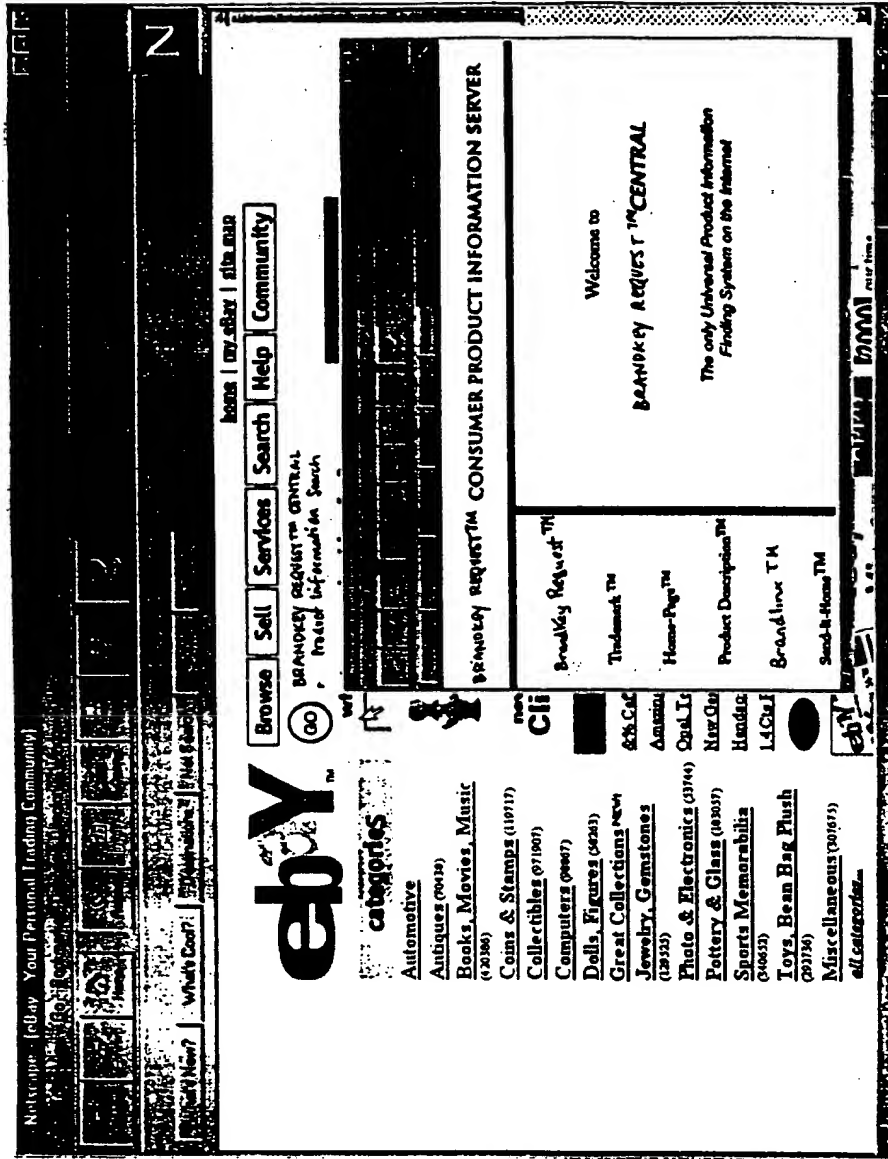


FIG. 4Q2

83/173

002111-01051200

NetScape: Follow item 1020000000 only 11/07/99 21:29:10 PST. In include: temp Maxima MVE 1024x768

2

ebY

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Sell

Services

Search

Help

Community

item view

quantity required to

clearance to

URL Search

Computers/Digital Cameras

<p>Currently Quantity Time left Started Ends</p>	<p>\$420.50 (reserve met)</p> <p>1</p> <p>4 days, 7 hours +</p> <p>10/31/99, 21:29:10 PST</p> <p>11/07/99, 21:29:10 PST</p>	<p>First bid # of bids Location City (mail this auction to a friend) Featured Category Auction</p> <p>\$2.00</p> <p>12 (bid history) (with email)</p> <p>Milpitas, CA</p> <p>ES (mail this auction to a friend)</p> <p>(request a gift alert)</p>	<p>11/07/99, 21:29:10 PST</p>
--	---	---	-------------------------------

Seller

High bid

Payment

Shipping

11/07/99, 21:29:10 PST

alt fees

Money Order/Cashiers Checks, Personal Checks. See item description for payment methods accepted. Seller might ship to home country only. See item description for details. See item description for shipping charges.

Seller assumes all responsibility for listing this item. You should contact the seller to resolve any questions before bidding. Currency is U.S. dollar (\$) unless otherwise noted.

FIG. 4R1

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NetScape | Follow item 11/02/99 | 21:29:10 PST | Incredible Sony Music (NVE:1081, 11/24/98)

What's New? | Where Can I Buy It? | Distribution | Product Details

Home | my day | site map

eb **Y**

Browse **Sell** **Services** **Search** **Help** **Community**

Item view Cyber-Service™ Up! Search

BRANDY REQUEST™ CONSUMER PRODUCT INFORMATION SERVER

Cyber-Service™

Search Results for:
 Manufacturer ID: 000000
 UPC: 000000000 Trademark: Sony Music

Product Description	http://www.sony.com/branding/branding/
Advertisements	http://www.sony.com/branding/branding/
Endorsements	http://www.sony.com/branding/branding/
Warranty Service	http://www.sony.com/branding/branding/
Discounts/Packages	http://www.sony.com/branding/branding/

BrandKey Request™

Trademark™

Home-Page™

Product Descriptions™

BrandLink™

Search Home™

\$420.50 (userra.maf)

1

4 days, 7 hours +
 10/31/99, 21:29:10 PST
 11/07/99, 21:29:10 PST

1as47 (10) ☆
 (Star command in all)

alt tees
 Money Order/Cashiers
 Seller might ship to you

Currently
 Quantity
 Time left
 Selected
 Ends

Seller
 High bid
 Payment
 Shipping

Description
alt

Seller assumes all responsibility for listing this item. You
 U.S. dollar (\$) unless otherwise noted.

© 1999 Sony Music Inc. All rights reserved.

FIG. 4R2

057/173

002111 81031260

Index Netscape

http://www.tipatlaw.com/

Now
In Stock!

For more product details
Find it at >>>>

SEARCH REQUEST
URL Search

Thomas J. Perkowski, Esq., P.C.
Intellectual Property Advocacy

Soundview Plaza 1266 East Main Street
Stanford, Connecticut 06902
telephone (203) 357-1950
facsimile (203) 357-1959
email: info@tipatlaw.com
<http://www.tipatlaw.com>

"To own an invention, one must claim the invention;
To claim the invention, one must express the invention in words."

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FIG. 4S1

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00000000000000000000

index - Network

http://www.igulaw.com/

For more product details
find it at <-->

BRANDKEY REQUEST™
URL Search

NOW
In Stock!

Thomas J. Per
Intellectual P

Soundview Plaza
Stanford,
telephone
facsimil
email: in
http://w
"To even as forward
To claim the invention, use m
Copyright © 1998 TJP.

BRANDKEY REQUEST™ CONSUMER PRODUCT INFORMATION SERVER

Cyber-Service™

Search Results for:
Manufacturer ID: 000000
UPC: 0000000000 Trademark: Compaq Presario

Product Description	http://www.socle.com/product.cfm
Advertisements	http://www.socle.com/product.cfm
Endorsements	http://www.socle.com/product.cfm
Discounts/Rebates	http://www.socle.com/product.cfm
Buy on the Web	BUY NOW

FIG. 4S2

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00211-61854200

Mac Mail The Mail with it all! - Netscape

Home | Shopping Cart | Order Status | Catalog Request

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[Home/Office](#)
[MacMail](#)
[Education](#)
[Government](#)
[Electronics](#)
[Clearance](#)

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 (800) 424-2790
 E-Mail
 Advantage
 Subscription &
 Service

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 Your e-mail
 address now up!

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 Notebooks
 Servers
 Handhelds

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 Accessories
 Audio & Video
 Cables & Wiring
 CD & DVD
 Communications
 Controller Cards

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 on 100" off a DVD Player

Welcome to MacMail
 Click here for top-selling Mac Software.

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All-new recipe.
 All-new ingredients.

Fast, easy Internet access
 iMac has been resculpted so it's
 smaller, sleeker and more transparent
 Plug-and-play digital video (DV models
 only)

350- or 400MHz PowerPC G3 processor
 ATI RAGE 128 VR 2D/3D accelerated
 graphics
 64MB or 128MB of SDRAM; supports up
 to 512MB

CASH BACK REQUEST

FIG. 4S3

88/173

00211 81091200

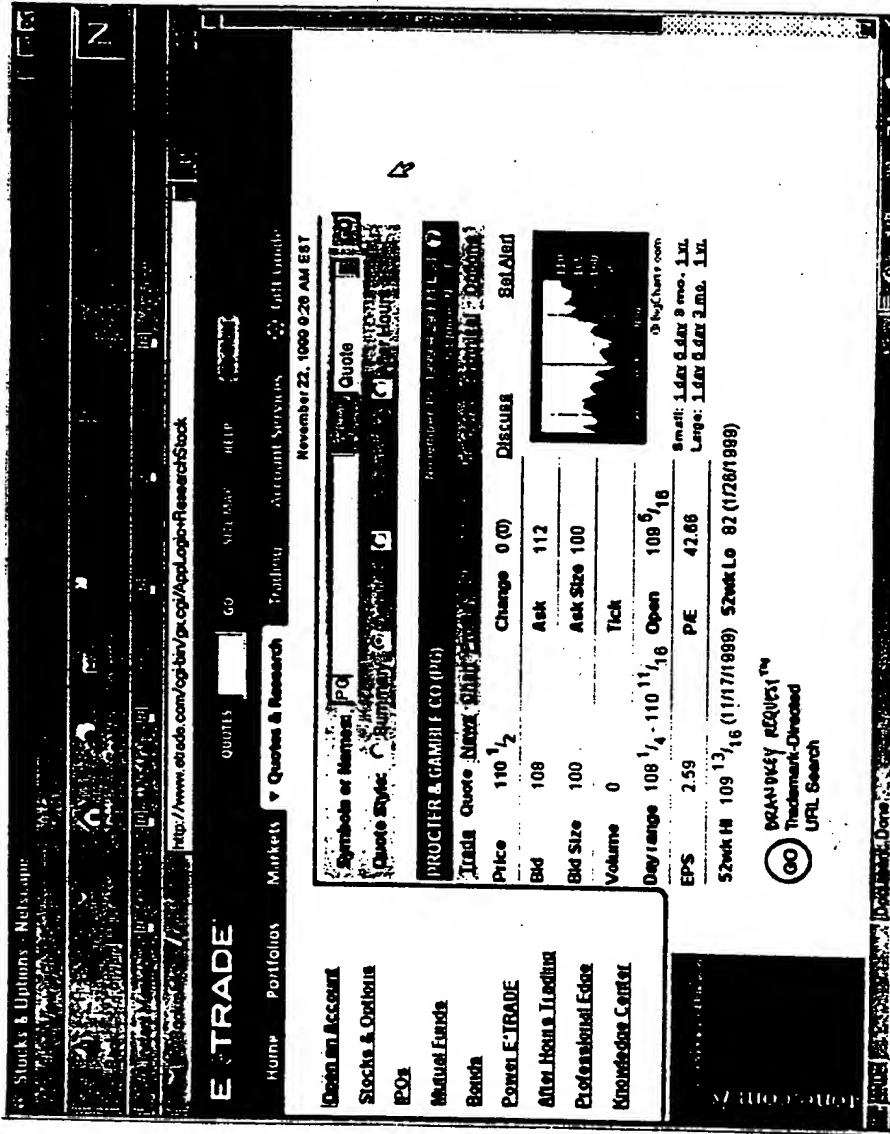
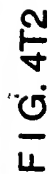


FIG. 4T1



MANUFACTURER / PRODUCT REGISTRATION MODE

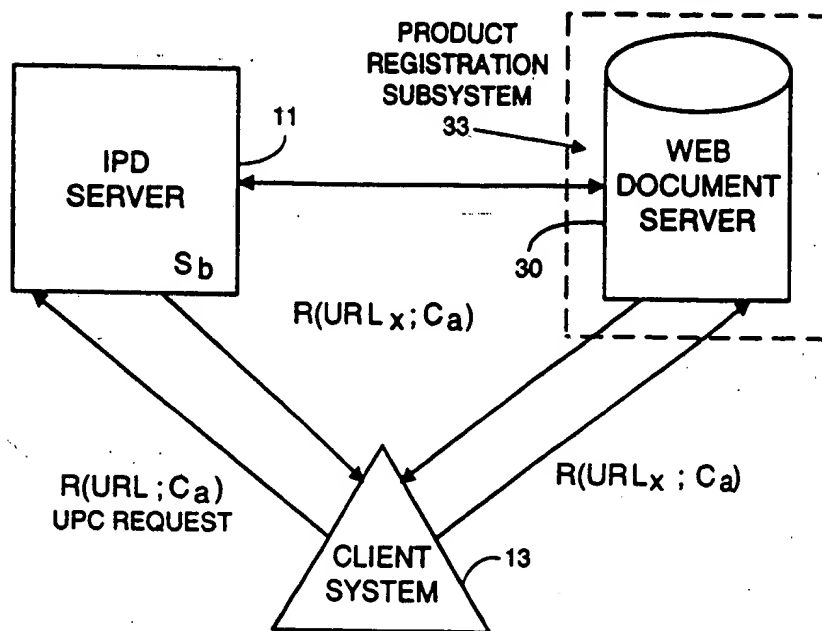


FIG. 5A

MANUFACTURER WEBSITE SEARCH MODE

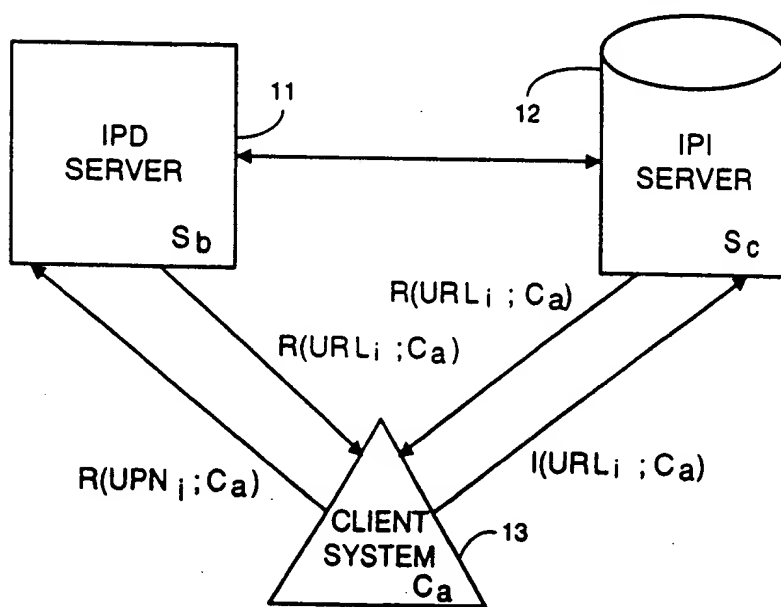


FIG. 5B

MANUFACTURER / PRODUCT REGISTRATION MODE

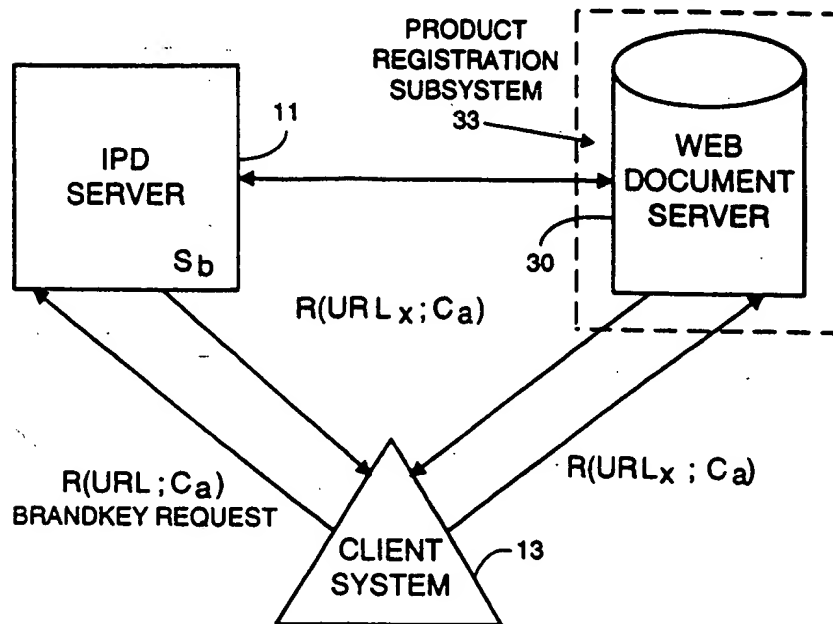


FIG. 5A

MANUFACTURER WEBSITE SEARCH MODE

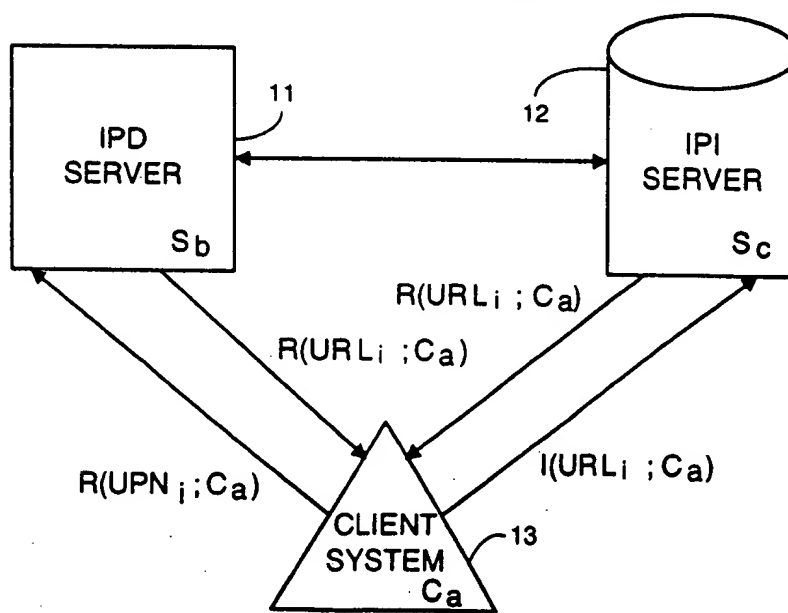


FIG. 5B

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UPN - DIRECTED INFORMATION ACCESS MODE

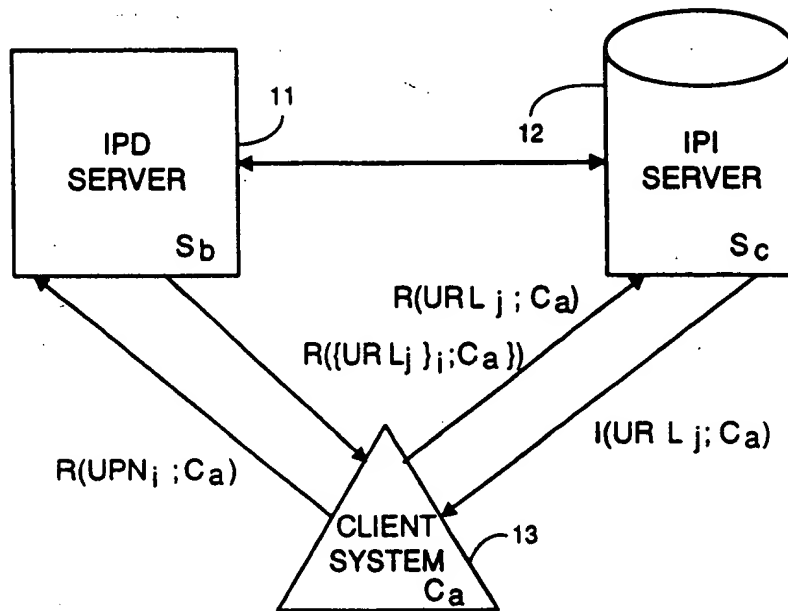


FIG. 5C

TRADE - MARK DIRECTED SEARCH MODE

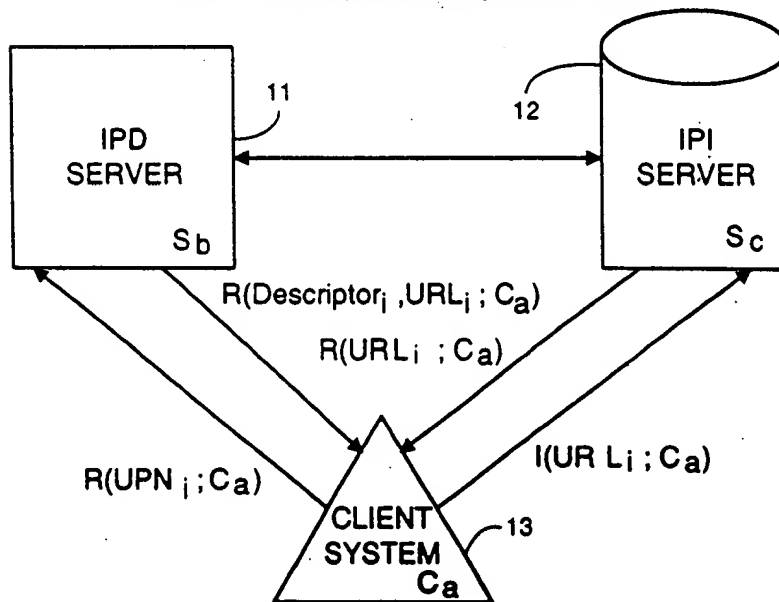


FIG. 5D

00715049-141700

PRODUCT - DESCRIPTION DIRECTED SEARCH MODE

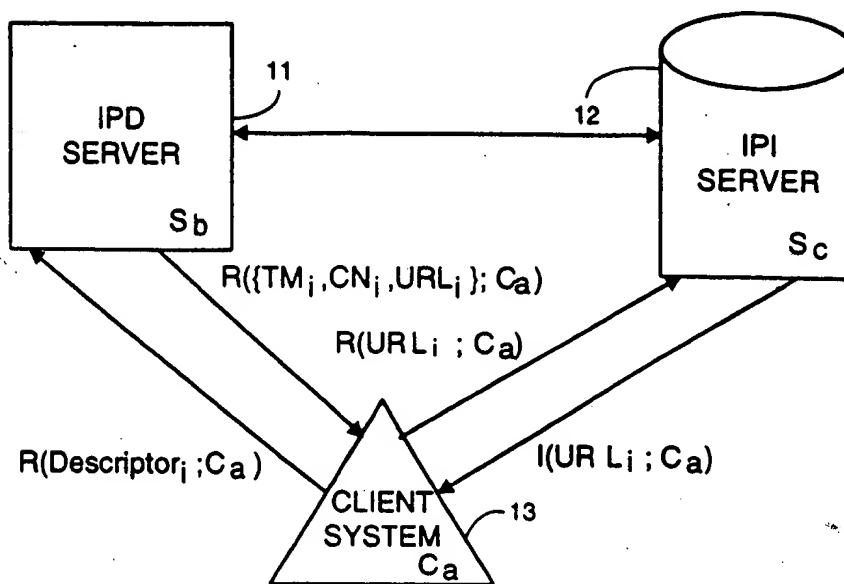


FIG. 5E

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00245010 11 17 00

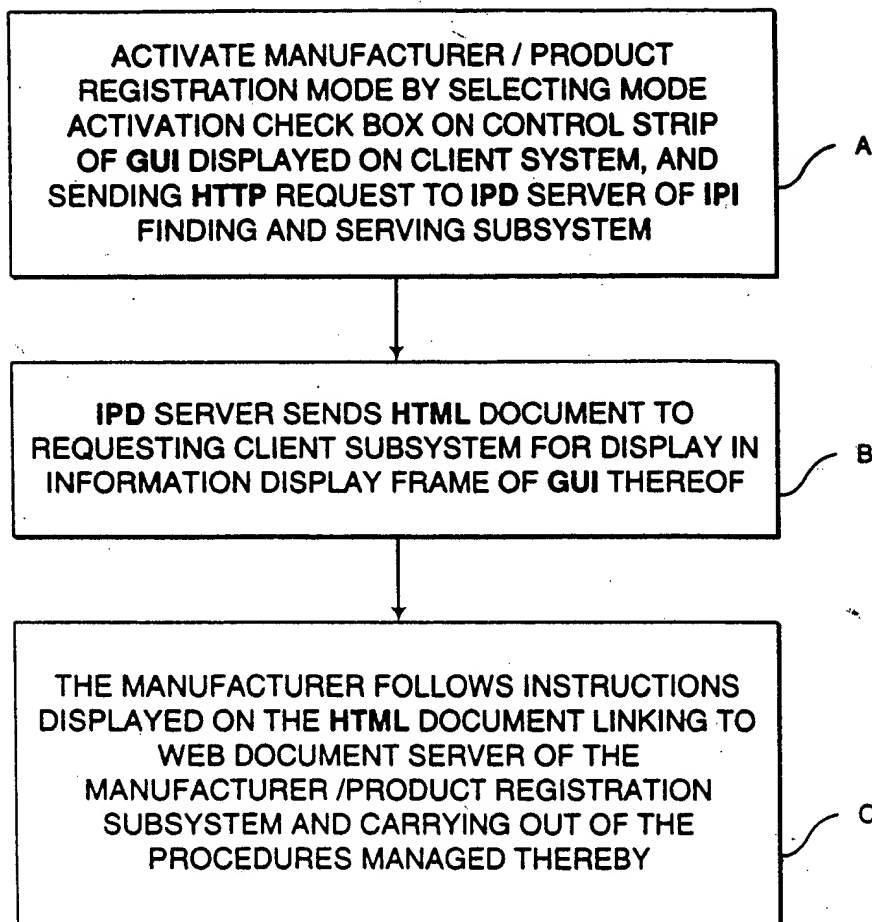


FIG. 6A

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007150400-111700

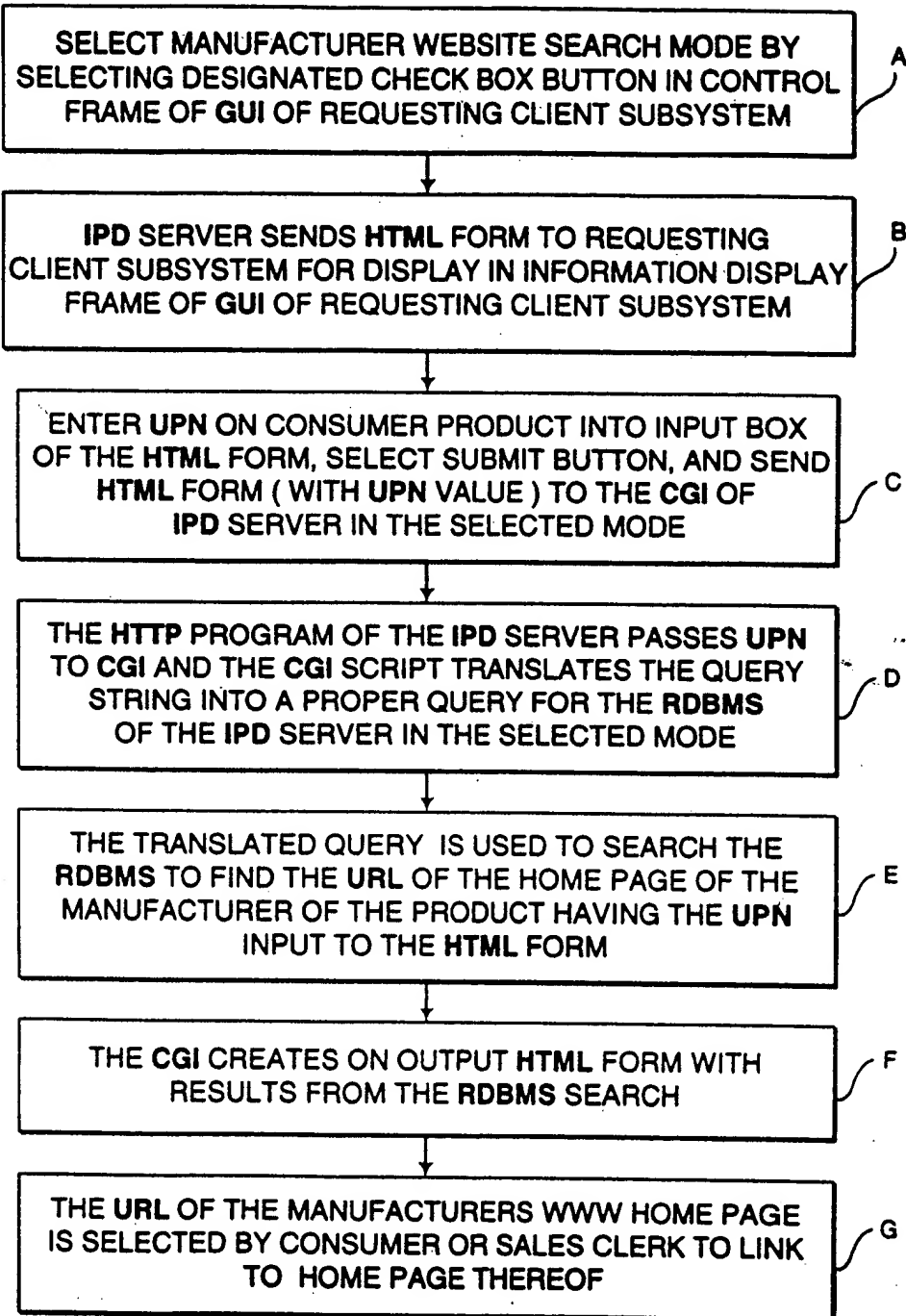


FIG. 6B

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00215418-11700

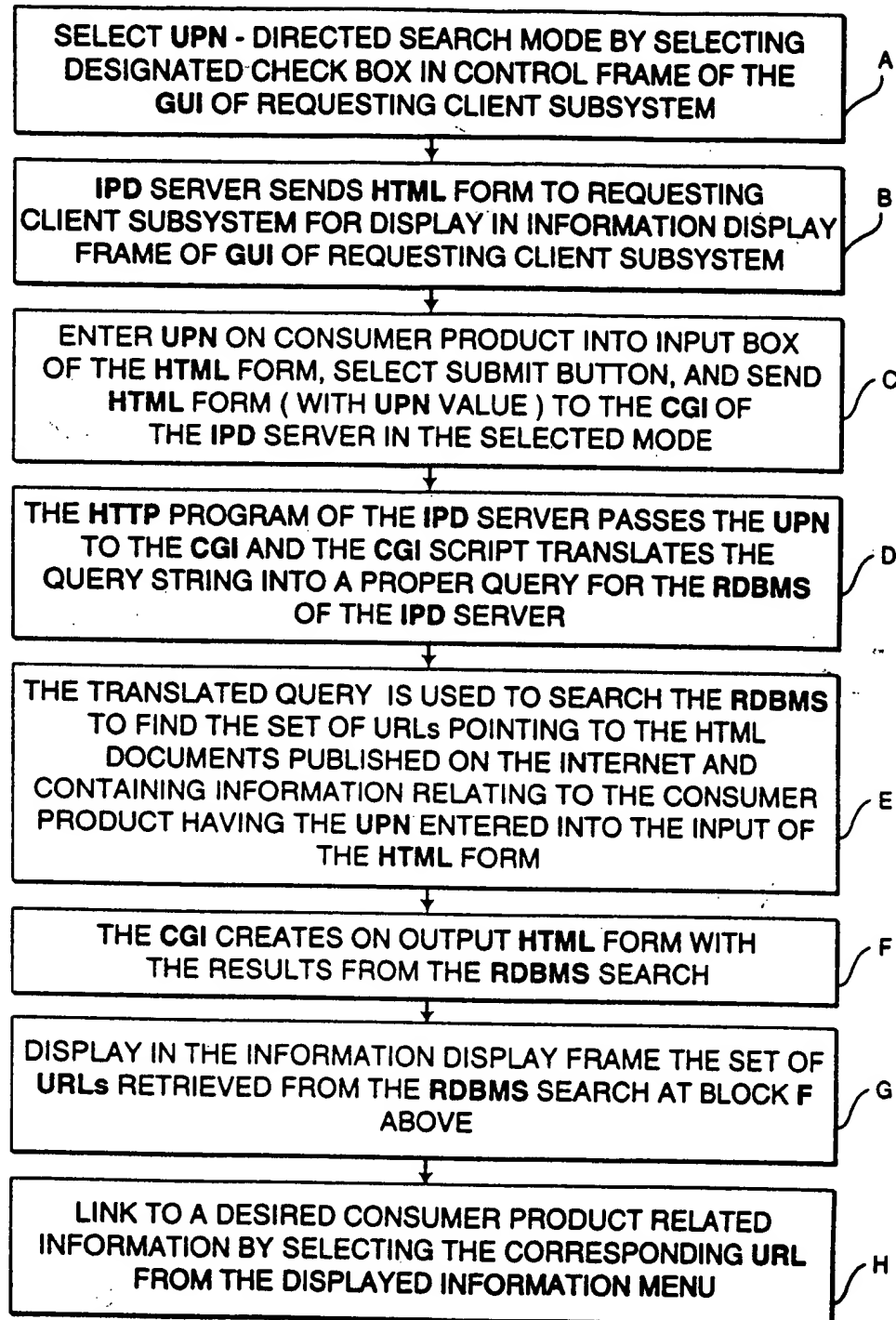


FIG. 6C

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00715010-111200

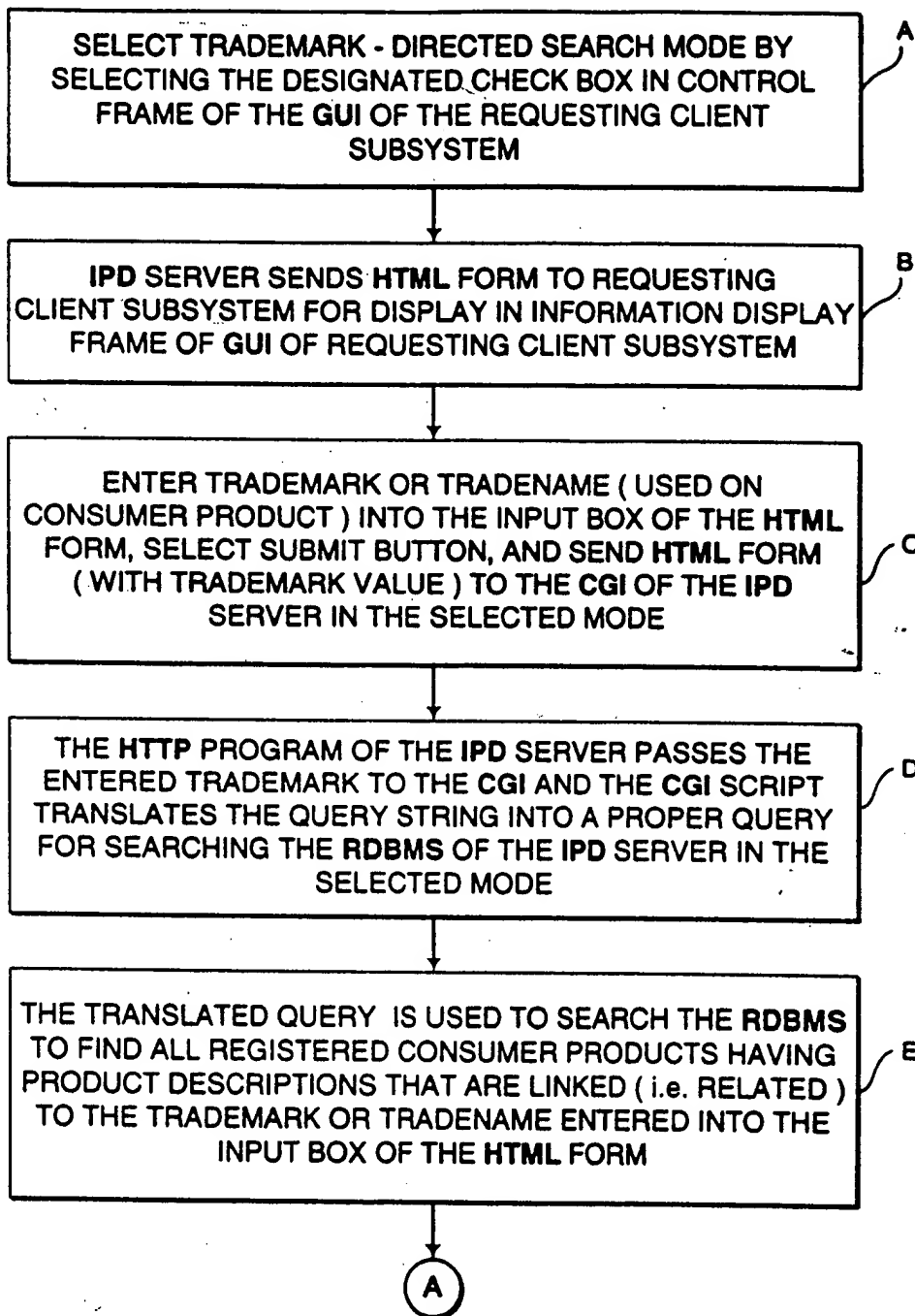


FIG. 6D1

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002443018-1-1-200

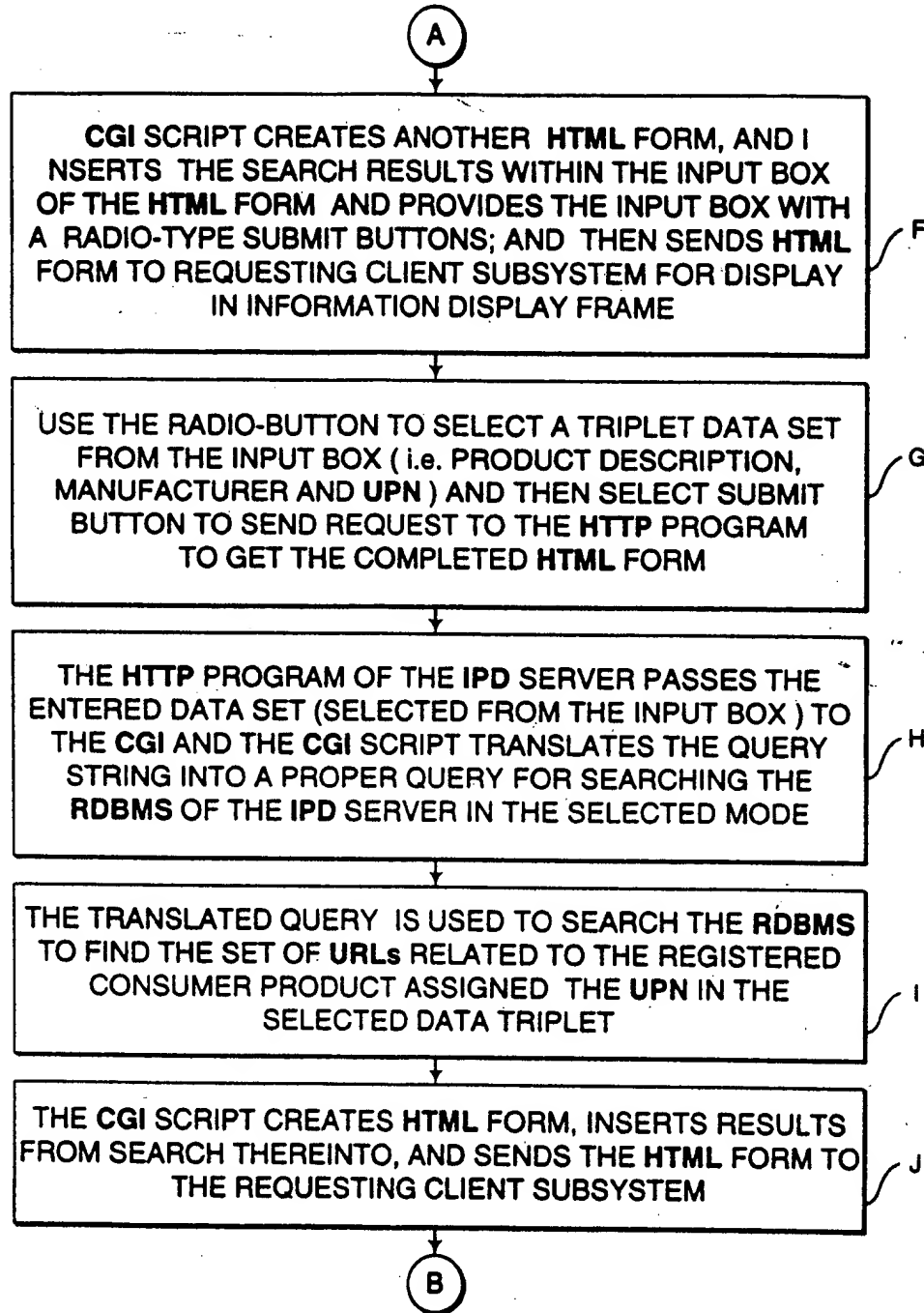


FIG. 6D2

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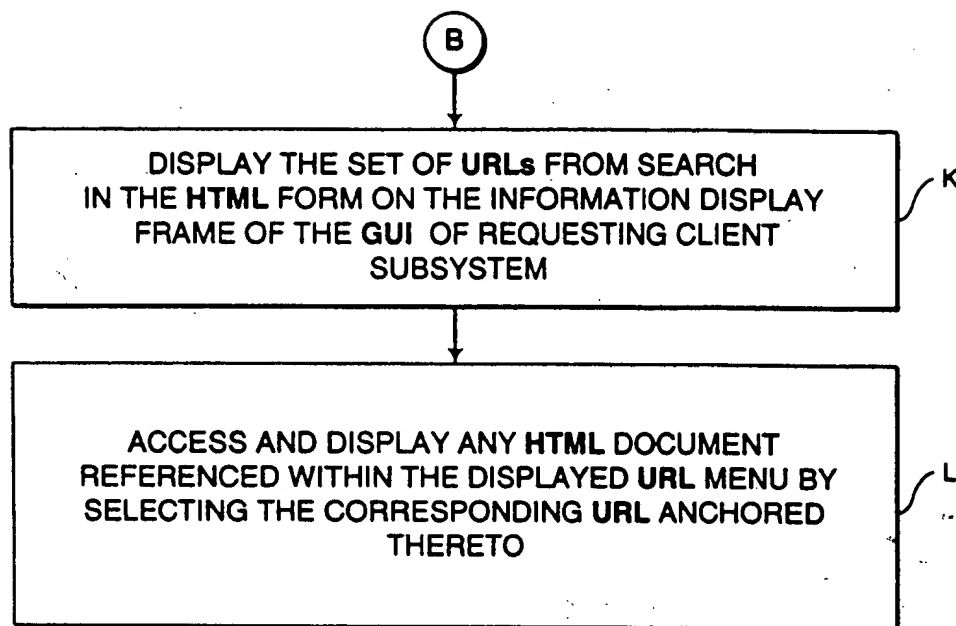


FIG. 6D3

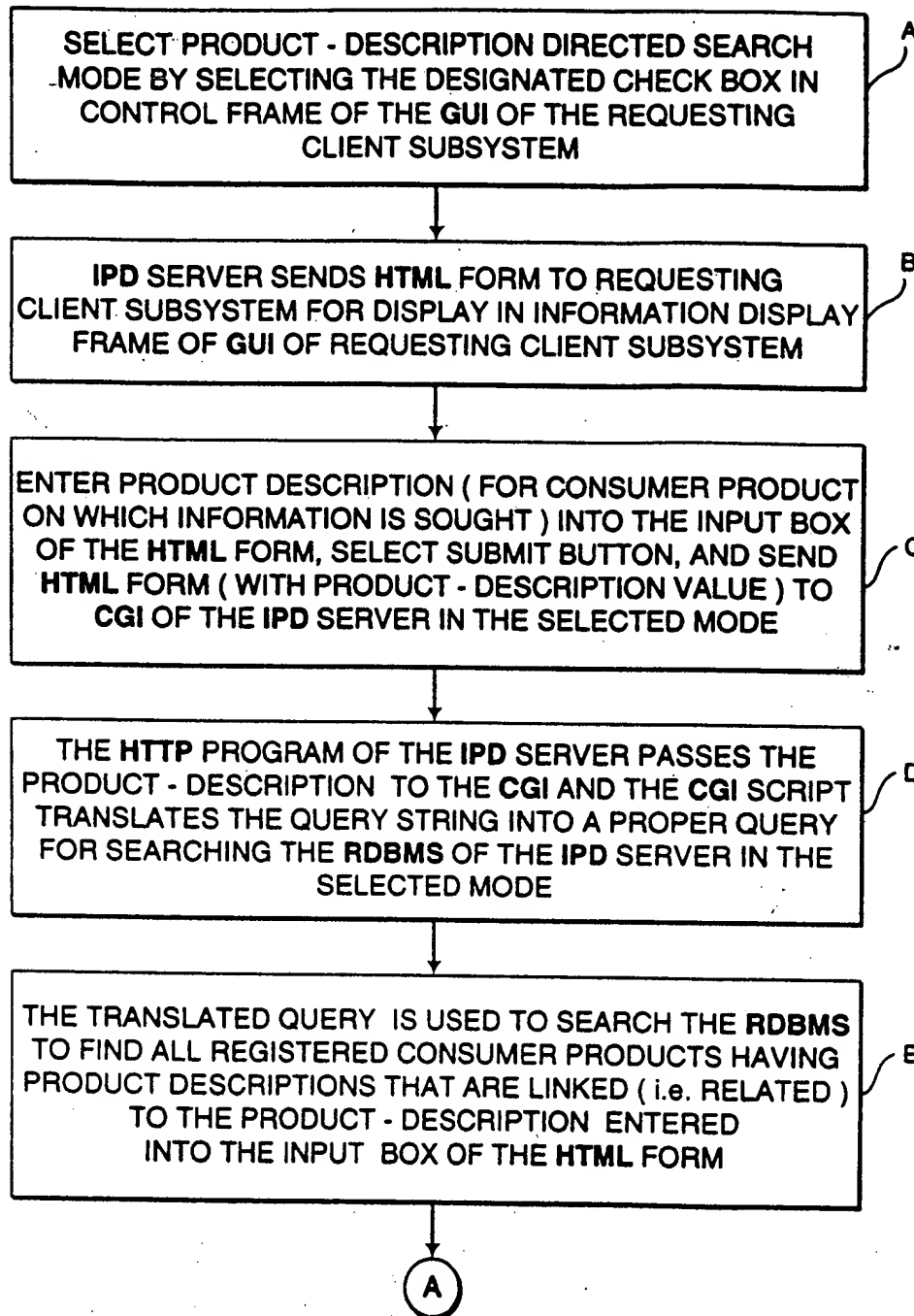


FIG. 6E1

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00246010 11 200

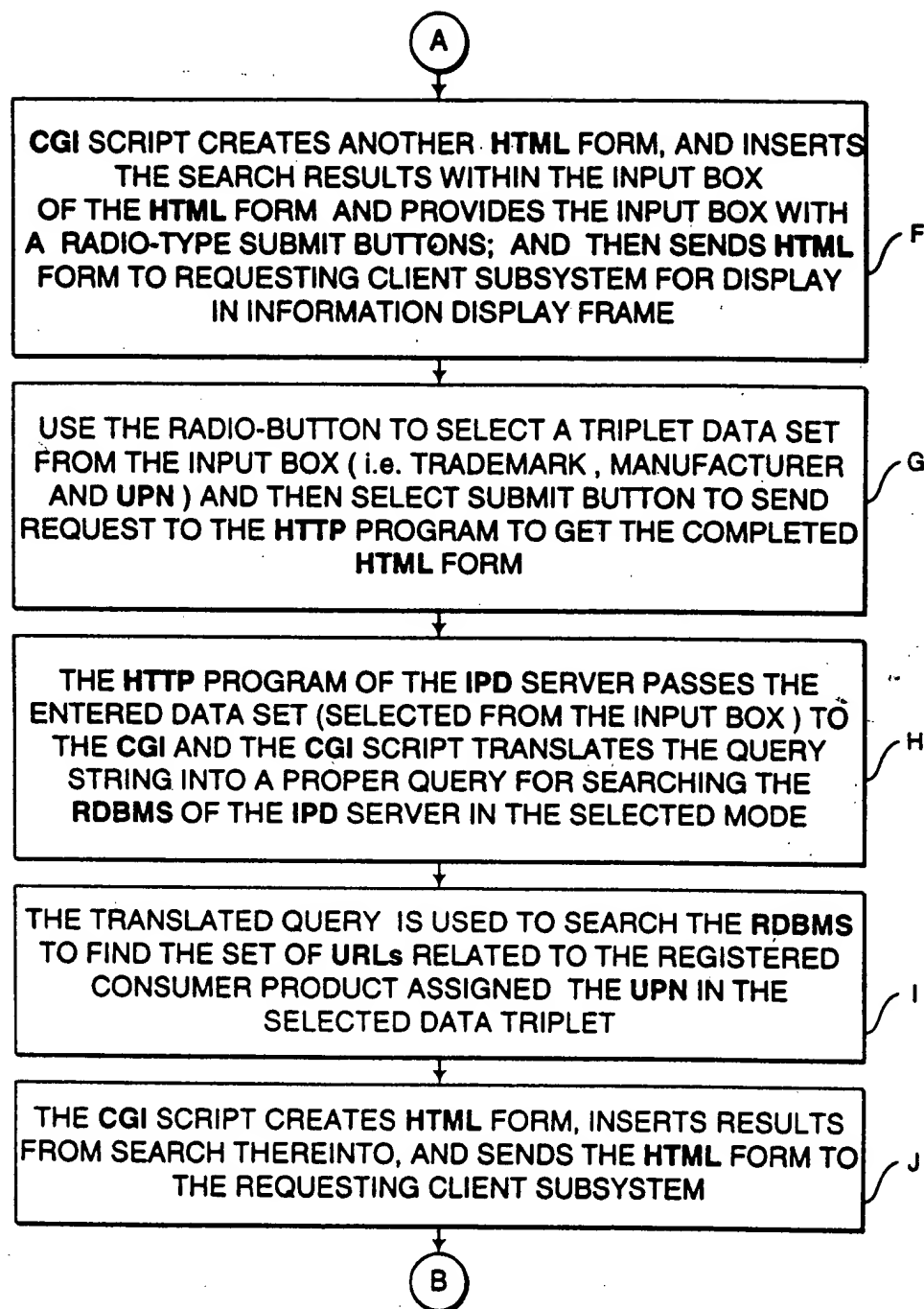


FIG. 6E2

00211-01851200

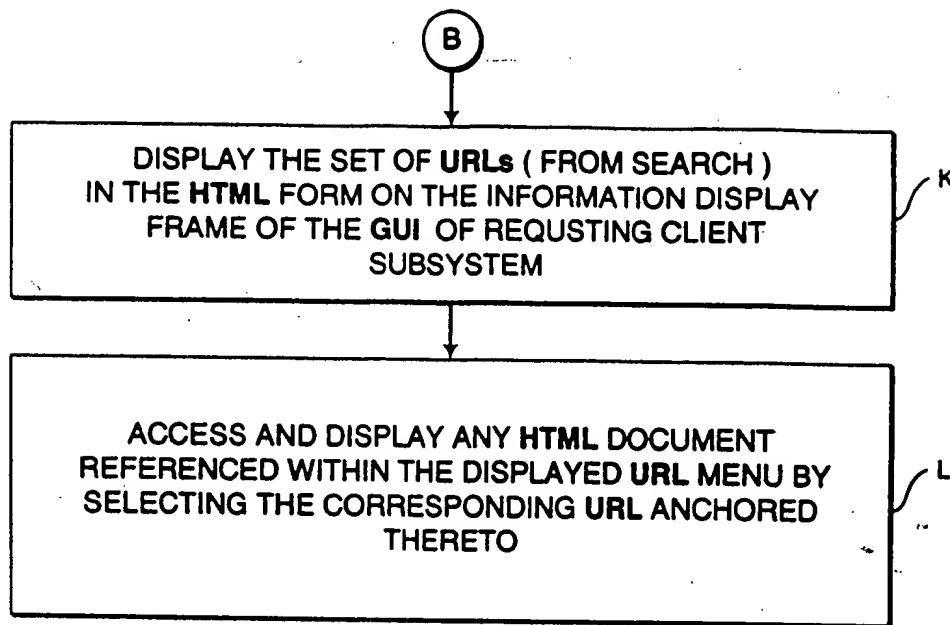


FIG. 6E3

**BRANDKEY REQUEST™ DATABASE
MANAGEMENT SUBSYSTEM FOR MANAGING THE
BRANDKEY™ DATABASE AND SERVING
BRANDKEY™ RETAILER WEBSITES AND THE
BRANDKEY™ CENTRAL WEBSITE TO
CONSUMERS IN RETAIL STORES, AT HOME, IN
THE OFFICE AND ON THE ROAD**

INTERNET INFRASTRUCTURE

**BRANDKEY REQUEST™ KIOSKS
FOR ENABLING CONSUMER
ACCESS TO BRANDKEY
REQUEST™ RETAILER WEBSITES
IN RETAIL STORES SUBSCRIBING
TO THE BRANDKEY REQUEST™
SERVICE**

**WEB-ENABLED COMPUTER SYSTEMS FOR ENABLING
CONSUMER ACCESS TO BRANDKEY REQUEST™ RETAILER
WEBSITES AND THE BRANDKEY REQUEST™ CENTRAL
WEBSITE AT HOME, IN THE OFFICE OR ON THE ROAD**

**WEB-ENABLED COMPUTER SYSTEMS
FOR ENABLING MANUFACTURERS TO
MAINTAIN, UPDATE AND TRANSFER
CURRENT UPC/URL LINKS TO THE
BRANDKEY REQUEST™ MANUFACTURER
PRODUCT REGISTRATION SUBSYSTEM**

FIG. 7

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002115410 441700

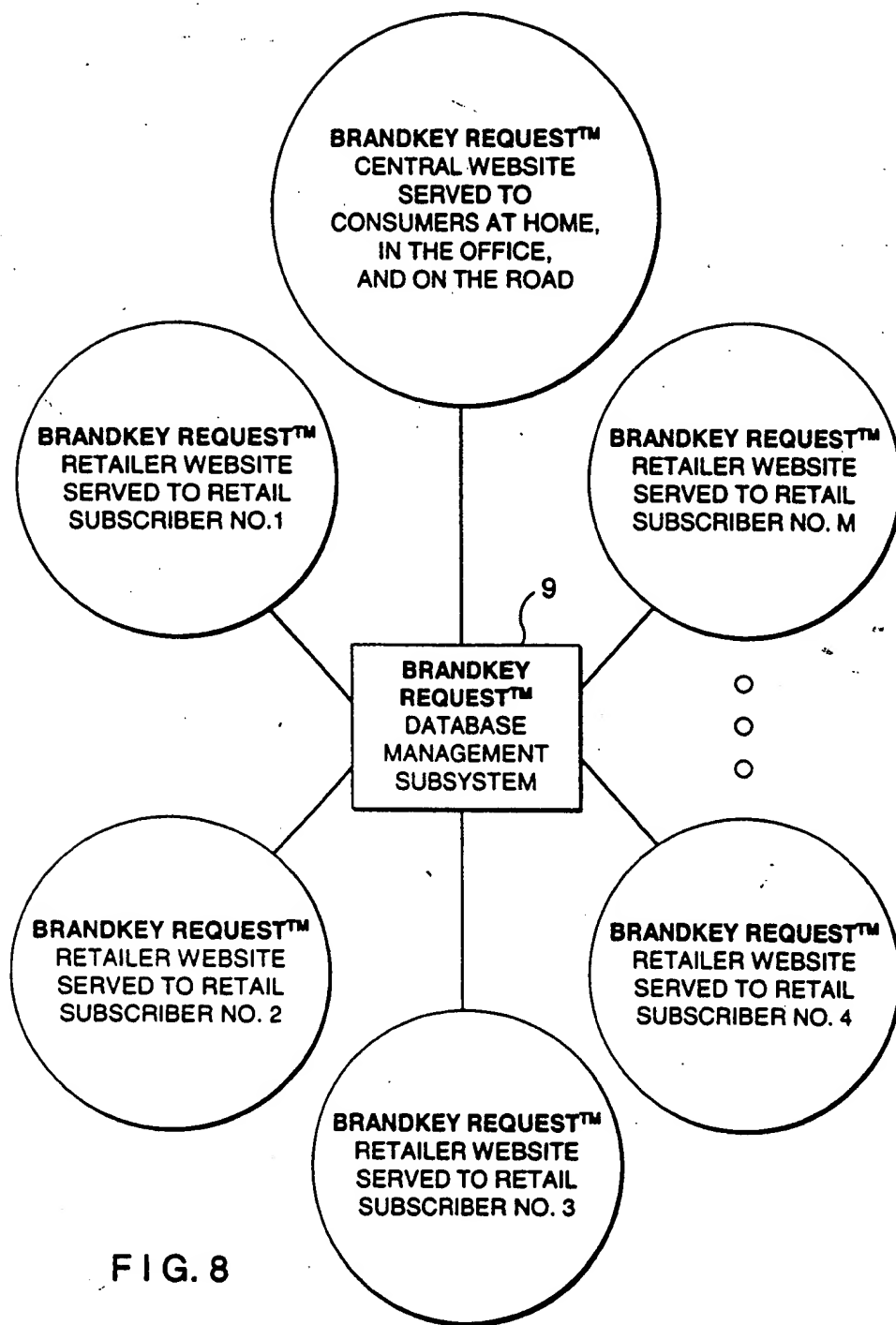


FIG. 8

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002111 312511200

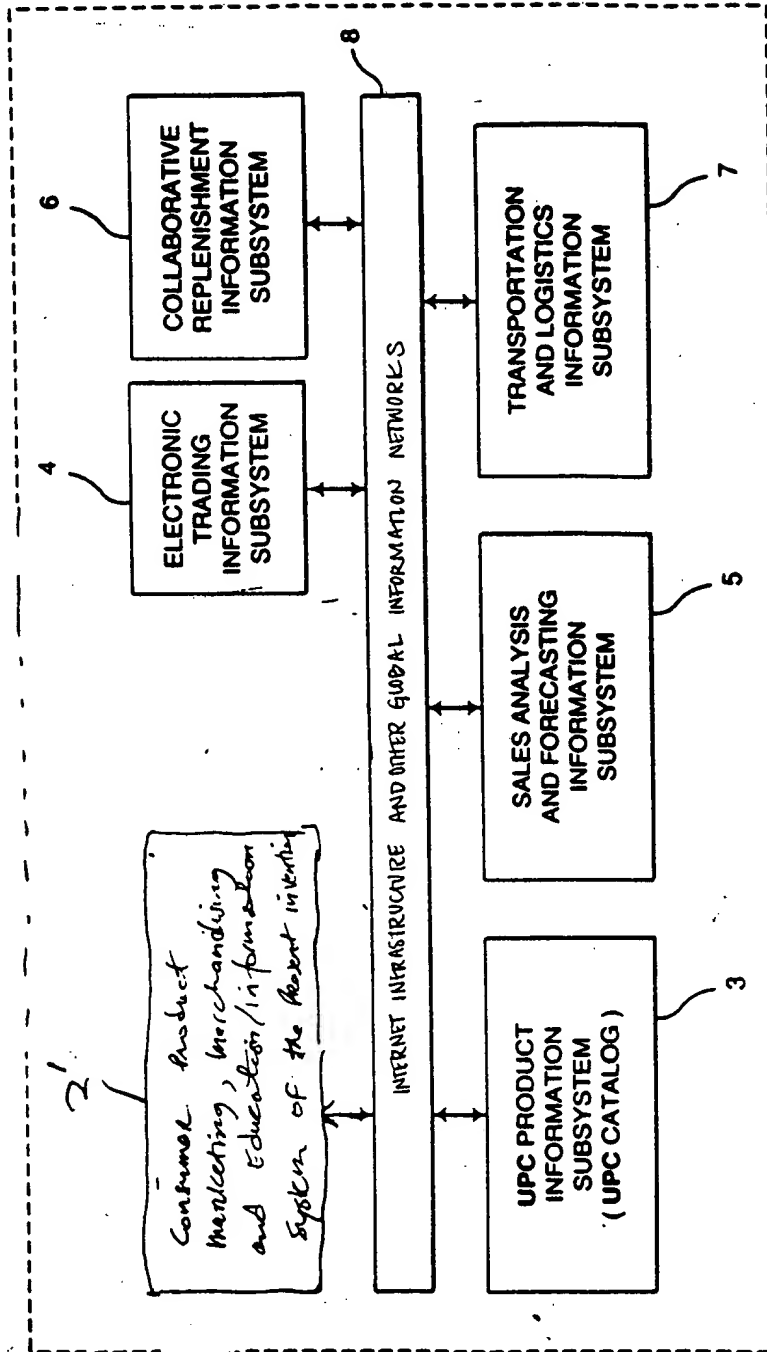


FIG. 9

SECOND ILLUSTRATIVE
EMBODIMENT

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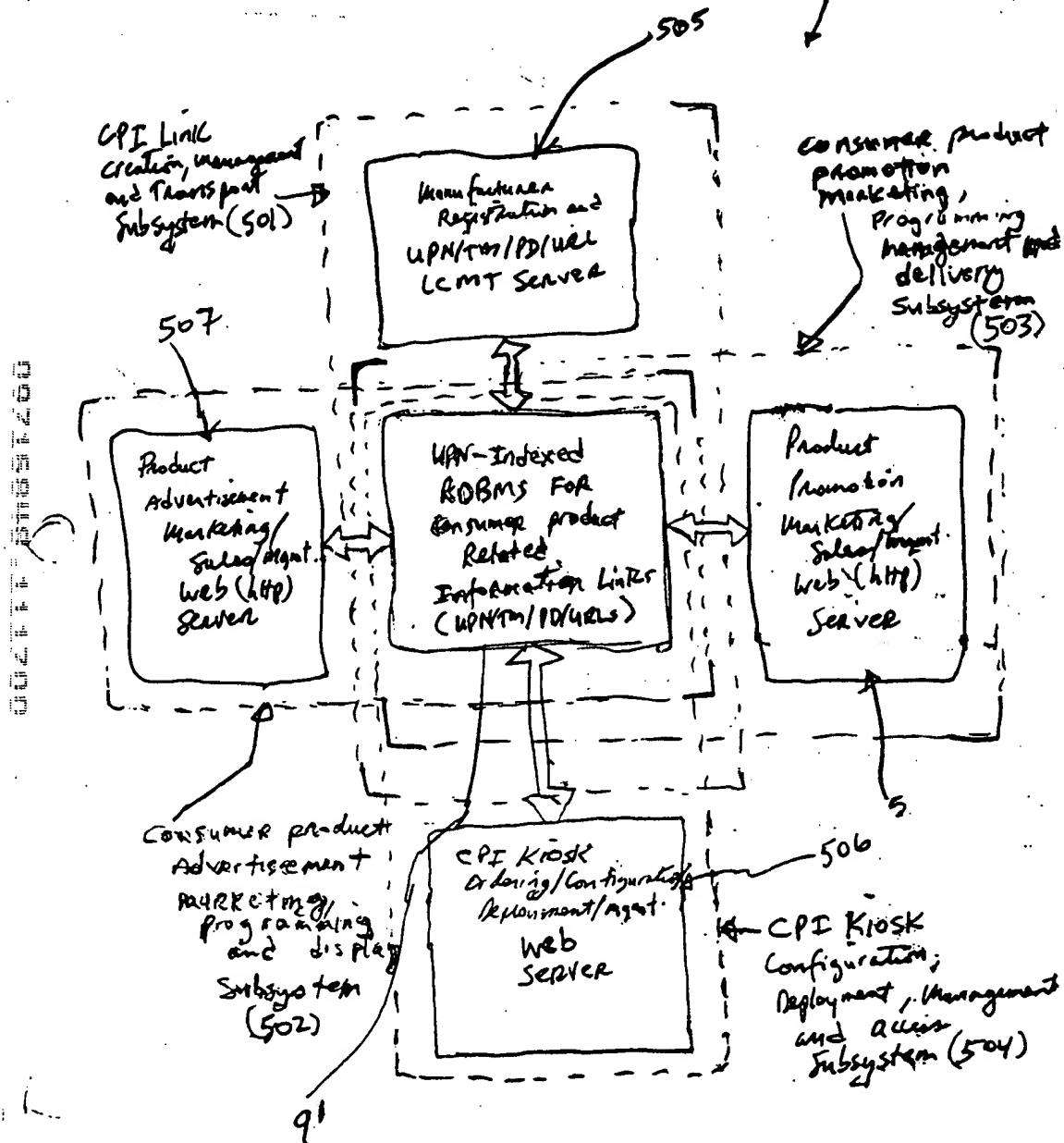


FIG 9A

00211 81034200

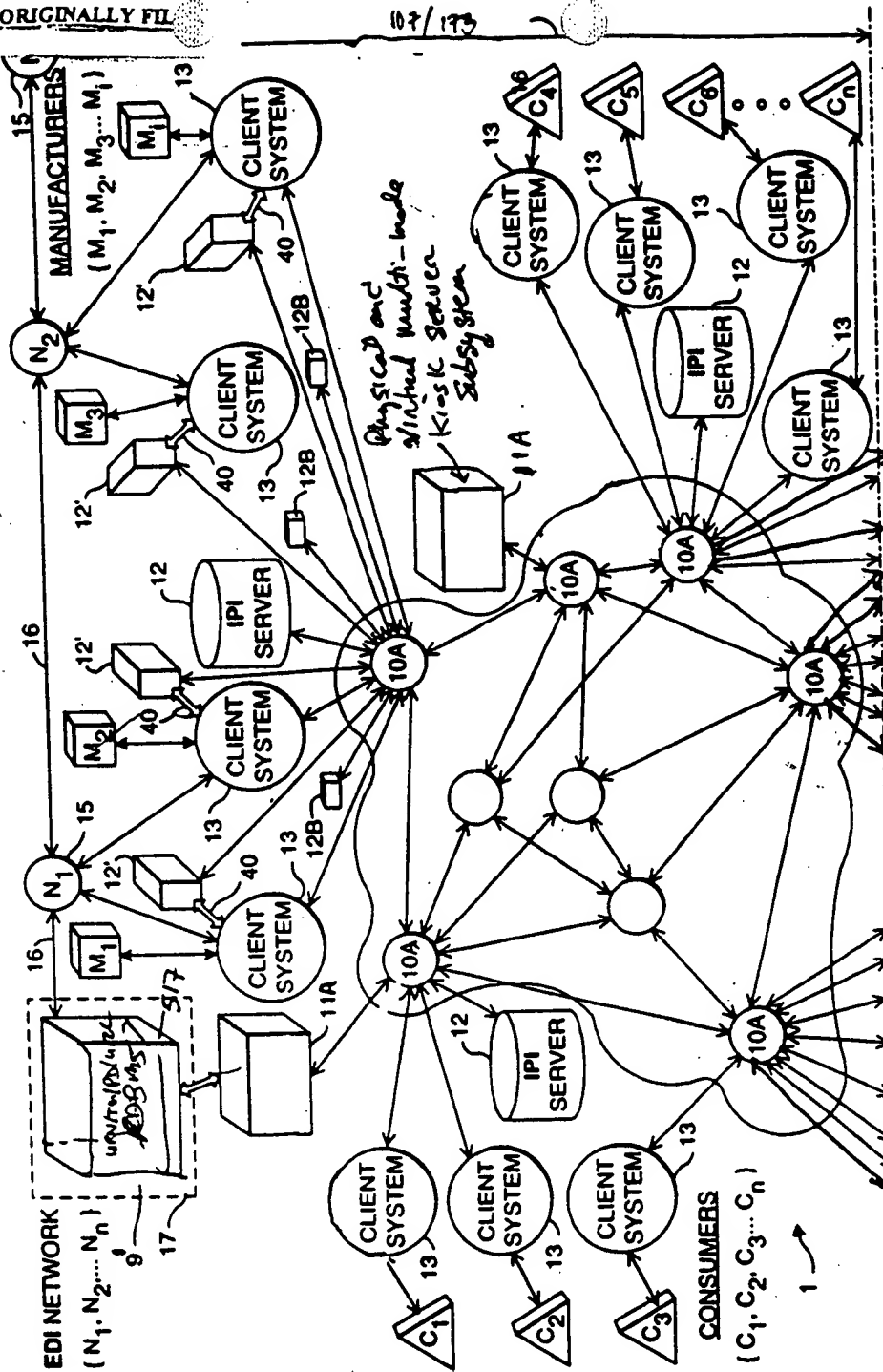


FIG 10A1



002477 81051260

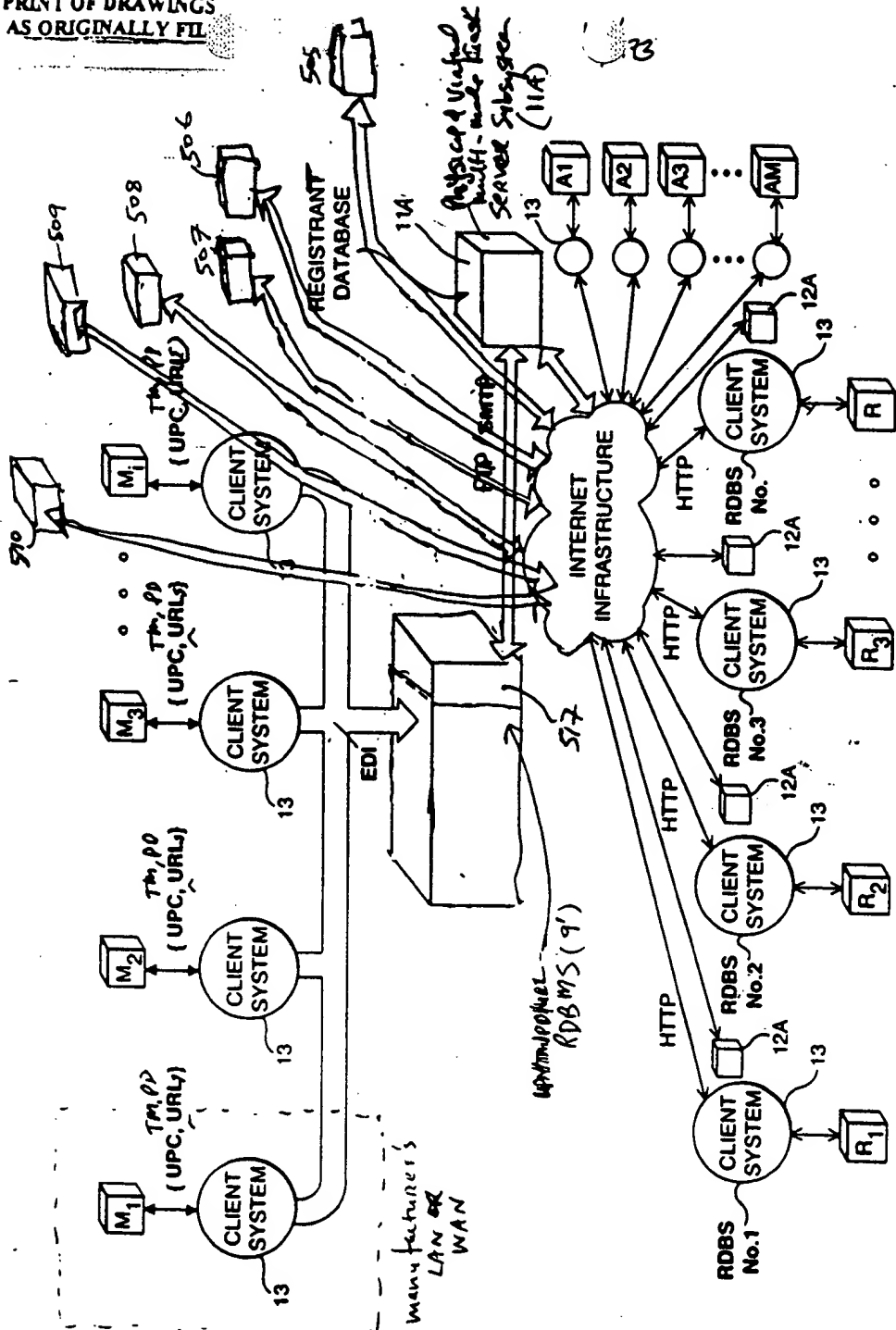


FIG 11

FIG. 12

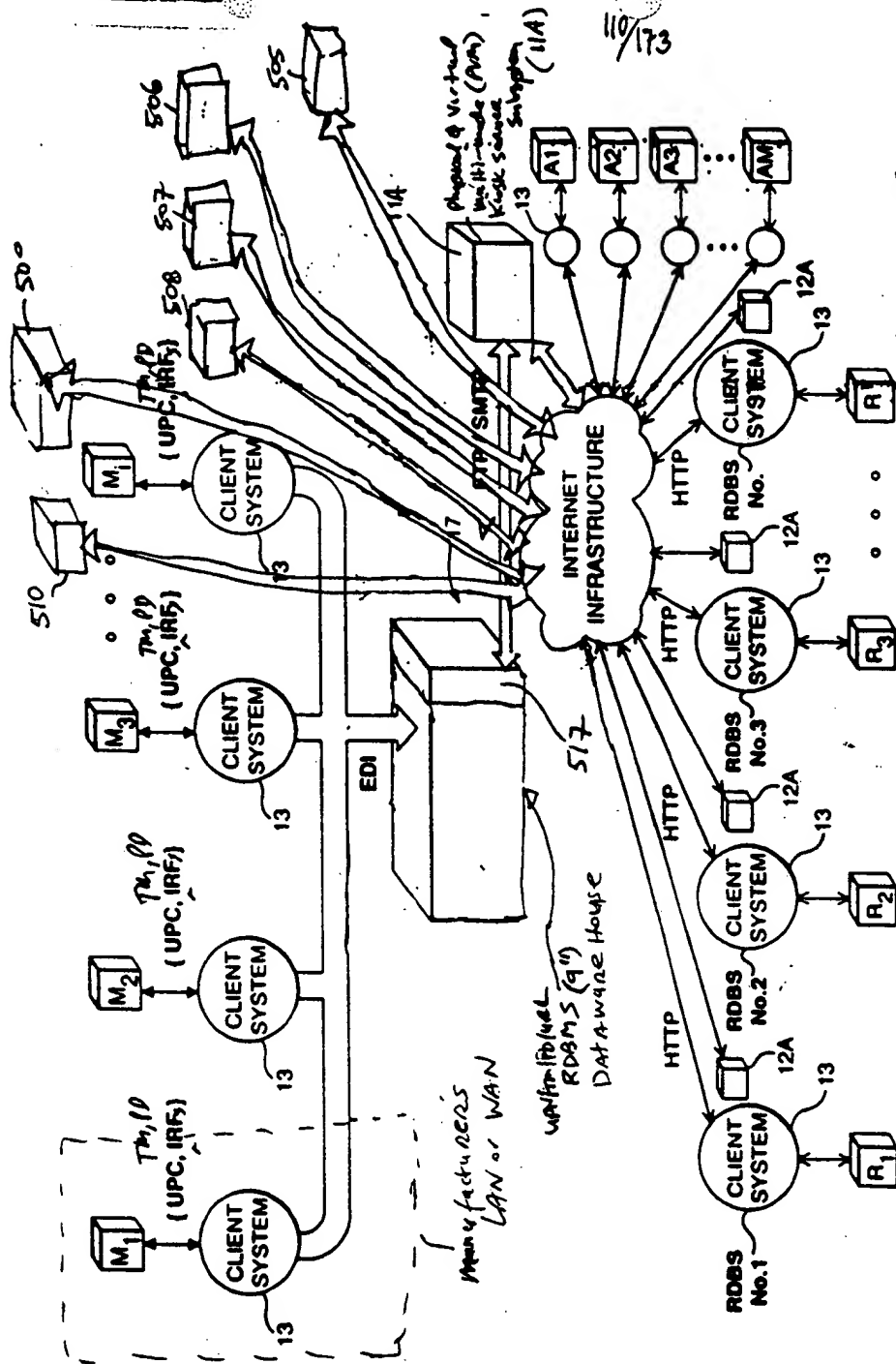
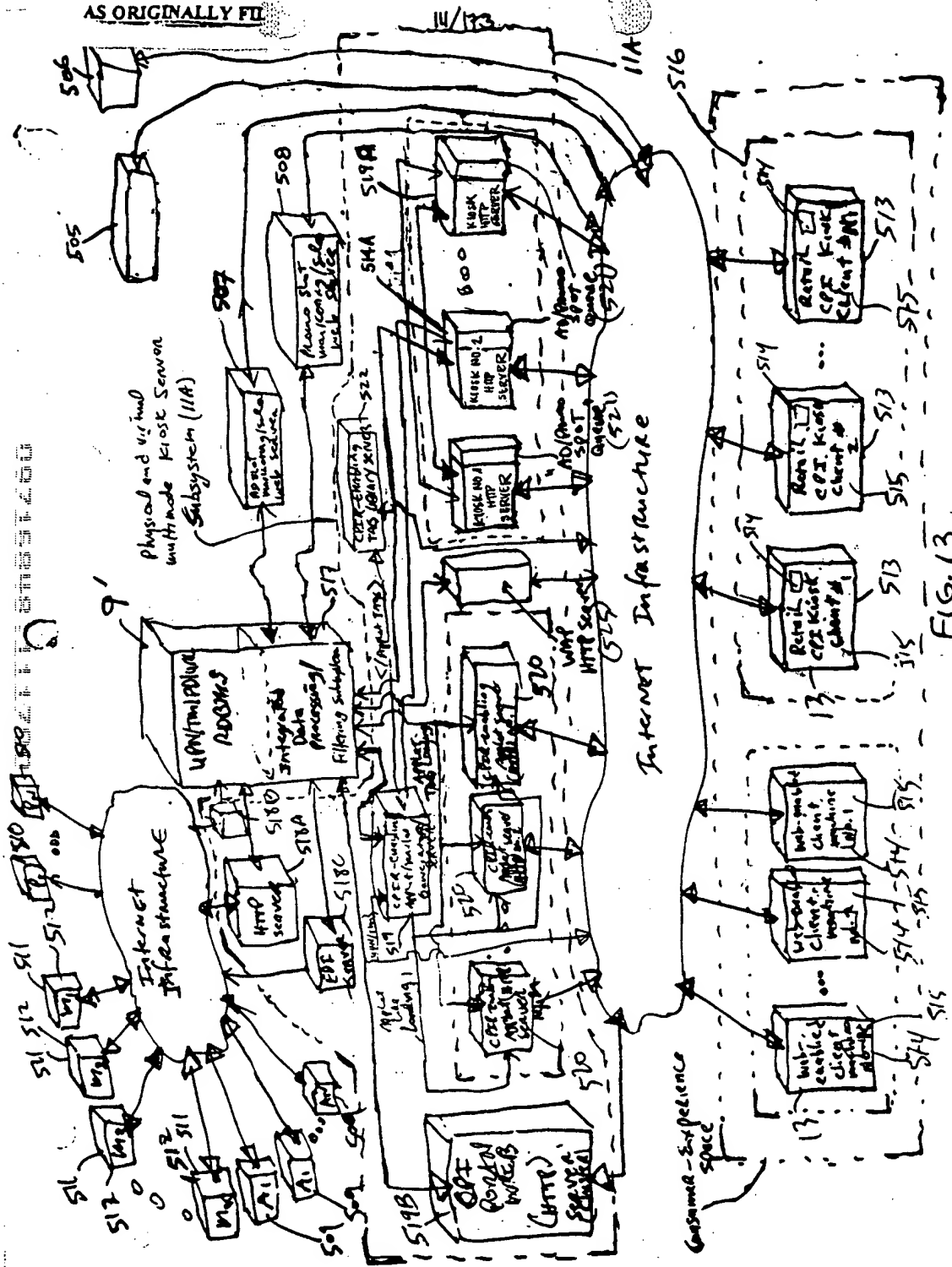


FIG. 12



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002117 87051200

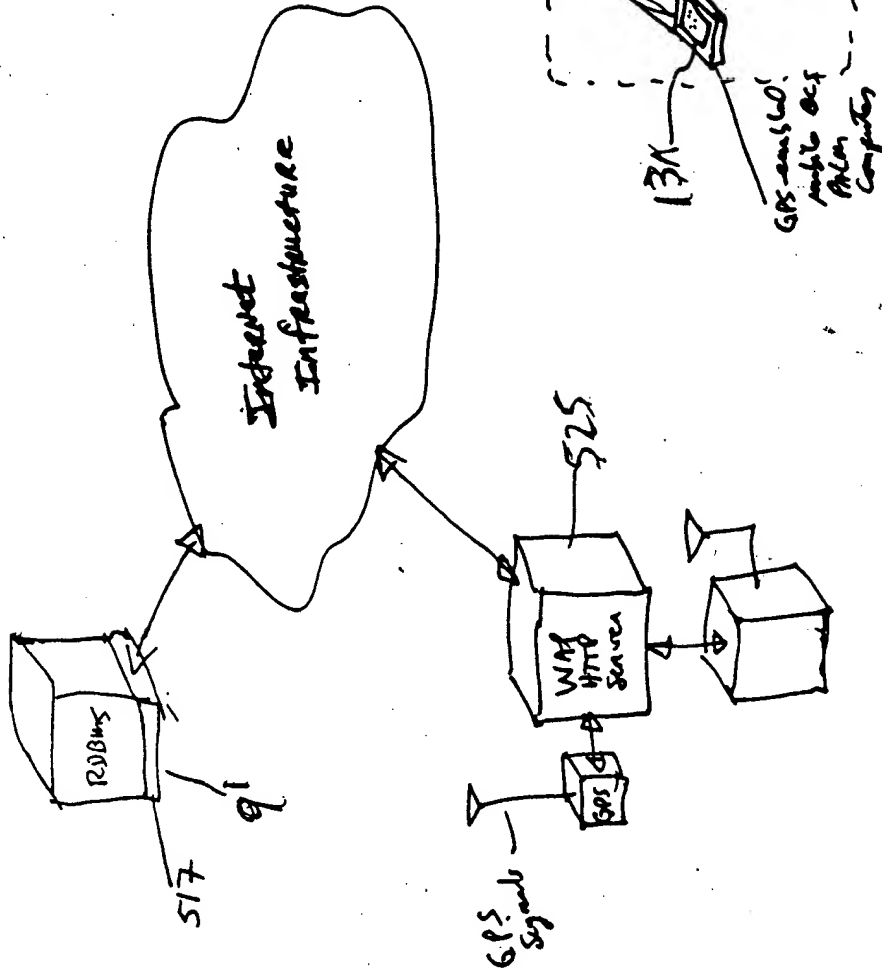
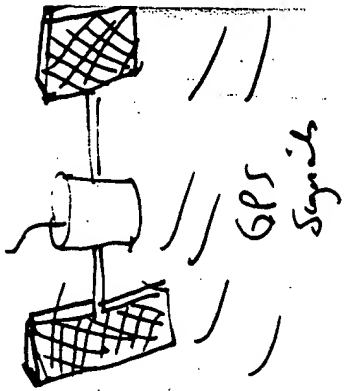


FIG. 14

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Structure: XXXXXXXXXX		
Company Name	Alpha 20	Enterable; Modifiable
Street Address	Alpha 20	Enterable; Modifiable
City	Alpha 20	Enterable; Modifiable
State	Alpha 20	Enterable; Modifiable
Postal Code	Alpha 20	Enterable; Modifiable
Country	Alpha 20	Enterable; Modifiable
MIN Assigned by UCC/EAN	Alpha 20	Enterable; Modifiable
URL of Mgr. WWW Site	Alpha 20	Enterable; Modifiable
Phone Number	Alpha 20	Enterable; Modifiable
Email Address	Alpha 20	Enterable; Modifiable
Fax Number	Alpha 20	Enterable; Modifiable
Standard Industry Codes (SIC)	Alpha 20	Enterable; Modifiable
Marketing Executive Identity	Alpha 20	Enterable; Modifiable
Marketing Executive Phone No.	Alpha 20	Enterable; Modifiable
Marketing Executive E-mail	Alpha 20	Enterable; Modifiable
UPN/URL Management SW Installed	Alpha 20	Enterable; Modifiable
UPC Management SW for EDI B2B	Alpha 20	Enterable; Modifiable
UPC Service Bureau Employed	Alpha 20	Enterable; Modifiable
UPC Service Bureau Contact	Alpha 20	Enterable; Modifiable
UPC Service Bureau Phone Number	Alpha 20	Enterable; Modifiable
UPC Service Bureau E-Mail	Alpha 20	Enterable; Modifiable
EDI Vendor Employed	Alpha 20	Enterable; Modifiable
EDI Vendor Contact Person	Alpha 20	Enterable; Modifiable
EDI Vendor Phone Number	Alpha 20	Enterable; Modifiable
EDI Vendor E-Mail Address	Alpha 20	Enterable; Modifiable
EDI Service Bureau Employed	Alpha 20	Enterable; Modifiable
EDI Service Bureau Contact	Alpha 20	Enterable; Modifiable
EDI Service Bureau Phone Number	Alpha 20	Enterable; Modifiable
EDI Service Bureau E-Mail	Alpha 20	Enterable; Modifiable
Number of UPC/URL SW Licenses	Alpha 20	Enterable; Modifiable
UPN/URL Mgmt. SW License Total	Alpha 20	Enterable; Modifiable
Total Number of UPC Numbers	Alpha 20	Enterable; Modifiable
Date of UPC Number Accounting	Alpha 20	Enterable; Modifiable
Annual UPC/URL Mgmt. SW Fee Due	Alpha 20	Enterable; Modifiable
Date of UPC/URL SW Fee Payment	Alpha 20	Enterable; Modifiable
UPC/URL SW Fee Agent	Alpha 20	Enterable; Modifiable
UPC/URL SW Fee Agent Phone	Alpha 20	Enterable; Modifiable
UPC/URL SW Fee Agent Email	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG 15A

Structure: UPN/URL Management SW License		
MIN Assigned by UCC/EAN	Alpha 20	Enterable; Modifiable
Version of UPN/URL Mgmt. SW	Alpha 20	Enterable; Modifiable
Number of Licenses Granted	Alpha 20	Enterable; Modifiable
UPN/URL Mgmt. SW License Keys	Alpha 20	Enterable; Modifiable
UPN/URL Mgmt. SW Acct. Number	Alpha 20	Enterable; Modifiable
UPN/URL Mgmt. SW Acct. Rep.	Alpha 20	Enterable; Modifiable
UPN/URL Mgmt. SW Download Date	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15B

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Structure: ~~Customer Product~~

MIN Assigned by UCC/EAN	Alpha 20	Enterable; Modifiable
Assigned UPN (UPC or UPC/EAN)	Alpha 20	Enterable; Modifiable
UPN Symbolology Type	Alpha 20	Enterable; Modifiable
Primary Trademark/Brand	Alpha 20	Enterable; Modifiable
Secondary Trademark/Brand	Alpha 20	Enterable; Modifiable
Product Description	Alpha 20	Enterable; Modifiable
Cash Register Short Description	Alpha 20	Enterable; Modifiable
Cash Register Description	Alpha 20	Enterable; Modifiable
Model Number	Alpha 20	Enterable; Modifiable
Package Type	Alpha 20	Enterable; Modifiable
Labeling Language	Alpha 20	Enterable; Modifiable
URL Marking on Package	Alpha 20	Enterable; Modifiable
Service Phone Number on Package	Alpha 20	Enterable; Modifiable
Brand Manager Identity	Alpha 20	Enterable; Modifiable
Brand Manager Phone Number	Alpha 20	Enterable; Modifiable
Brand Manager E-Mail Address	Alpha 20	Enterable; Modifiable
Product Manager Identity	Alpha 20	Enterable; Modifiable
Product Manager Phone Number	Alpha 20	Enterable; Modifiable
Product Manager E-Mail Address	Alpha 20	Enterable; Modifiable
Trademark Notice on Package	Alpha 20	Enterable; Modifiable
Copyright Notice on Package	Alpha 20	Enterable; Modifiable
Patent Notice on Package	Alpha 20	Enterable; Modifiable
URL for Primary TM Image	Alpha 20	Enterable; Modifiable
URL for Secondary Image	Alpha 20	Enterable; Modifiable
Effective Change Date	Alpha 20	Enterable; Modifiable
Item Last Updated	Alpha 20	Enterable; Modifiable
Issue Date	Alpha 20	Enterable; Modifiable
Public Release Date	Alpha 20	Enterable; Modifiable
End Availability Date	Alpha 20	Enterable; Modifiable

FIG 15C

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Structure: XXXXXXXXXXXXXXXXXXXX		
Assigned UPN	Alpha 20	Enterable; Modifiable
URL for Product Description	Alpha 20	Enterable; Modifiable
URL for Product Instructions	Alpha 20	Enterable; Modifiable
URL for Product Oper. Manual	Alpha 20	Enterable; Modifiable
URL for Orig. Warranty Service	Alpha 20	Enterable; Modifiable
URL for Extended Warranty Svce	Alpha 20	Enterable; Modifiable
URL for 1st Ad on WWW	Alpha 20	Enterable; Modifiable
URL for 2nd Ad on WWW	Alpha 20	Enterable; Modifiable
URL for 3rd Ad on WWW	Alpha 20	Enterable; Modifiable
URL for 4th Ad on WWW	Alpha 20	Enterable; Modifiable
URL for 5th Ad on WWW	Alpha 20	Enterable; Modifiable
URL for 1st Product Review	Alpha 20	Enterable; Modifiable
URL for 2nd Product Review	Alpha 20	Enterable; Modifiable
URL for 3rd Product Review	Alpha 20	Enterable; Modifiable
URL for 4th Product Review	Alpha 20	Enterable; Modifiable
URL for 5th Product Review	Alpha 20	Enterable; Modifiable
URL for 1st Product Endorsement	Alpha 20	Enterable; Modifiable
URL for 2nd Product Endorsement	Alpha 20	Enterable; Modifiable
URL for 3rd Product Endorsement	Alpha 20	Enterable; Modifiable
URL for 4th Product Endorsement	Alpha 20	Enterable; Modifiable
URL for 5th Product Endorsement	Alpha 20	Enterable; Modifiable
URL for Mfr. Service Request	Alpha 20	Enterable; Modifiable
URL for Product Returns To Mfr	Alpha 20	Enterable; Modifiable
URL for Product News	Alpha 20	Enterable; Modifiable
URL for Company News	Alpha 20	Enterable; Modifiable
URL for FAQs About Product	Alpha 20	Enterable; Modifiable
URL for Customer Service Line 1	Alpha 20	Enterable; Modifiable
URL for Customer Service Line 2	Alpha 20	Enterable; Modifiable
URL for Mfr. Promotion #1	Alpha 20	Enterable; Modifiable
URL for Mfr. Promotion #2	Alpha 20	Enterable; Modifiable
URL for Mfr. Promotion #3	Alpha 20	Enterable; Modifiable
URL for Retailer Promotion #1	Alpha 20	Enterable; Modifiable
URL for Retailer Promotion #2	Alpha 20	Enterable; Modifiable
URL for Retailer Promotion #3	Alpha 20	Enterable; Modifiable
URL for Retailer Promotion #4	Alpha 20	Enterable; Modifiable
URL for Retailer Promotion #5	Alpha 20	Enterable; Modifiable
URL for Retailer Promotion #6	Alpha 20	Enterable; Modifiable
URL for Retailer Promotion #7	Alpha 20	Enterable; Modifiable
URL for Retailer Promotion #8	Alpha 20	Enterable; Modifiable
URL for Retailer Promotion #9	Alpha 20	Enterable; Modifiable
URL for Retailer Promotion #10	Alpha 20	Enterable; Modifiable
URL for Direct Mfr. Purchase	Alpha 20	Enterable; Modifiable
URL for Dealer Location in USA	Alpha 20	Enterable; Modifiable
URL for Product Wholesaler #1	Alpha 20	Enterable; Modifiable
URL for Product Wholesaler #2	Alpha 20	Enterable; Modifiable
URL for Product Wholesaler #3	Alpha 20	Enterable; Modifiable
URL for Product Wholesaler #4	Alpha 20	Enterable; Modifiable
URL for Product Retailer #1	Alpha 20	Enterable; Modifiable
URL for Product Retailer #2	Alpha 20	Enterable; Modifiable
URL for Product Retailer #3	Alpha 20	Enterable; Modifiable
URL for Product Retailer #4	Alpha 20	Enterable; Modifiable
URL for Product Retailer #5	Alpha 20	Enterable; Modifiable
URL for Product Retailer #6	Alpha 20	Enterable; Modifiable
URL for Product Retailer #7	Alpha 20	Enterable; Modifiable

FIG. 15DL

PRINT OF DRAWINGS
AS ORIGINALLY FILED

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URL for Product Retailer #8	Alpha 20	Enterable; Modifiable
URL for Product Retailer #9	Alpha 20	Enterable; Modifiable
URL for Product Retailer #10	Alpha 20	Enterable; Modifiable
URL for Product Retailer #11	Alpha 20	Enterable; Modifiable
URL for Product Retailer #12	Alpha 20	Enterable; Modifiable
URL for Product Retailer #13	Alpha 20	Enterable; Modifiable
URL for Product Retailer #14	Alpha 20	Enterable; Modifiable
URL for Product Retailer #15	Alpha 20	Enterable; Modifiable
URL for Product Retailer #16	Alpha 20	Enterable; Modifiable
URL for Product Retailer #17	Alpha 20	Enterable; Modifiable
URL for Product Retailer #18	Alpha 20	Enterable; Modifiable
URL for Product Retailer #19	Alpha 20	Enterable; Modifiable
URL for Product Retailer #20	Alpha 20	Enterable; Modifiable
URL for Complementary Product 1	Alpha 20	Enterable; Modifiable
URL for Complementary Product 2	Alpha 20	Enterable; Modifiable
URL for Complementary Product 3	Alpha 20	Enterable; Modifiable
URL for Complementary Product 4	Alpha 20	Enterable; Modifiable
URL for Complementary Product 5	Alpha 20	Enterable; Modifiable
URL for Special Product Notices	Alpha 20	Enterable; Modifiable
URL for Product Uses	Alpha 20	Enterable; Modifiable
URL for Product Recreations	Alpha 20	Enterable; Modifiable
URL for Mfr. Affiliate #1	Alpha 20	Enterable; Modifiable
URL for Mfr. Affiliate #2	Alpha 20	Enterable; Modifiable
URL for Mfr. Affiliate #3	Alpha 20	Enterable; Modifiable
URL for Mfr. Affiliate #4	Alpha 20	Enterable; Modifiable
URL for Mfr. Affiliate #5	Alpha 20	Enterable; Modifiable
URL for Product Updates	Alpha 20	Enterable; Modifiable
URL for Software Downloads	Alpha 20	Enterable; Modifiable
URL for Mfr-Sponsored Auctions	Alpha 20	Enterable; Modifiable
URL for Rtr-Sponsored Auctions	Alpha 20	Enterable; Modifiable
URL for Mfr.Suggstd Rtl. Price	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

F1515D2

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Structure: Retailer		
Company Name	Alpha 20	Enterable; Modifiable
Street Address	Alpha 20	Enterable; Modifiable
City	Alpha 20	Enterable; Modifiable
State	Alpha 20	Enterable; Modifiable
Postal Code	Alpha 20	Enterable; Modifiable
Country	Alpha 20	Enterable; Modifiable
Retailer ID No.	Alpha 20	Enterable; Modifiable
Contact Person	Alpha 20	Enterable; Modifiable
Phone Number	Alpha 20	Enterable; Modifiable
E-Mail Address	Alpha 20	Enterable; Modifiable
Fax Number	Alpha 20	Enterable; Modifiable
URL of Retailer WWW Site	Alpha 20	Enterable; Modifiable
Purchasing Director Identity	Alpha 20	Enterable; Modifiable
Purchasing Director Phone	Alpha 20	Enterable; Modifiable
Purchasing Director E-Mail	Alpha 20	Enterable; Modifiable
UPC Catalog Provider	Alpha 20	Enterable; Modifiable
UPC Catalog Provider Contact	Alpha 20	Enterable; Modifiable
UPC Catalog Provider Phone	Alpha 20	Enterable; Modifiable
UPC Catalog Provider E-Mail	Alpha 20	Enterable; Modifiable
EDI B2N Enabler	Alpha 20	Enterable; Modifiable
EDI B2B Enabler Contact	Alpha 20	Enterable; Modifiable
EDI B2B Contact Phone	Alpha 20	Enterable; Modifiable
EDI B2B Contact E-Mail	Alpha 20	Enterable; Modifiable
EDI Vendor	Alpha 20	Enterable; Modifiable
EDI Vendor Contact Identity	Alpha 20	Enterable; Modifiable
EDI Vendor Contact Phone	Alpha 20	Enterable; Modifiable
EDI Vendor Contact E-Mail	Alpha 20	Enterable; Modifiable
Marketing Manager	Alpha 20	Enterable; Modifiable
Total Number of Retail Stores	Alpha 20	Enterable; Modifiable
Total Number of Retail Stores	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15E

Structure: Retailer/Mfr. P-Store Relation		
Retail P-Store ID No.	Alpha 20	Enterable; Modifiable
Manufacturer #1 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer #2 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer #3 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer #4 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer #5 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer #6 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer #7 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer #8 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer #9 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer #10 ID No.	Alpha 20	Enterable; Modifiable
Total # Mfr. Relationships	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15F

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Structure: Mfr./Retailer Relationships		
MIN Assigned by UCC/EAN	Alpha 20	Enterable; Modifiable
Retailer #1 ID No.	Alpha 20	Enterable; Modifiable
Retailer #2 ID No.	Alpha 20	Enterable; Modifiable
Retailer #3 ID No.	Alpha 20	Enterable; Modifiable
Retailer #4 ID No.	Alpha 20	Enterable; Modifiable
Retailer #5 ID No.	Alpha 20	Enterable; Modifiable
Retailer #6 ID No.	Alpha 20	Enterable; Modifiable
Retailer #7 ID No.	Alpha 20	Enterable; Modifiable
Retailer #8 ID No.	Alpha 20	Enterable; Modifiable
Retailer #9 ID No.	Alpha 20	Enterable; Modifiable
Retailer #10 ID No.	Alpha 20	Enterable; Modifiable
Total # Retailer Relationships	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15G

Structure: Consumer		
Consumer Name	Alpha 20	Enterable; Modifiable
Consumer ID No.	Alpha 20	Enterable; Modifiable
E-Mail Address	Alpha 20	Enterable; Modifiable
Street Address	Alpha 20	Enterable; Modifiable
City	Alpha 20	Enterable; Modifiable
State	Alpha 20	Enterable; Modifiable
Postal Code	Alpha 20	Enterable; Modifiable
Phone Number	Alpha 20	Enterable; Modifiable
Shopped at Retail Store ID Nos.	Alpha 20	Enterable; Modifiable
Shopped at Retailer Store ID No	Alpha 20	Enterable; Modifiable
Consumer Index 1	Alpha 20	Enterable; Modifiable
Consumer Index 2	Alpha 20	Enterable; Modifiable
Consumer Index 3	Alpha 20	Enterable; Modifiable
Consumer Index 4	Alpha 20	Enterable; Modifiable
Consumer Index 5	Alpha 20	Enterable; Modifiable
Consumer Index 6	Alpha 20	Enterable; Modifiable
Consumer Index 7	Alpha 20	Enterable; Modifiable
Consumer Index 8	Alpha 20	Enterable; Modifiable
Consumer Index 9	Alpha 20	Enterable; Modifiable
Credit Card Nos.	Alpha 20	Enterable; Modifiable

FIG. 15H

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Structure: Advertiser		
Advertiser Name	Alpha 20	Enterable; Modifiable
Street Address	Alpha 20	Enterable; Modifiable
City	Alpha 20	Enterable; Modifiable
State	Alpha 20	Enterable; Modifiable
Postal Code	Alpha 20	Enterable; Modifiable
Contact Person	Alpha 20	Enterable; Modifiable
Phone Number	Alpha 20	Enterable; Modifiable
E-Mail Address	Alpha 20	Enterable; Modifiable
Fax Number	Alpha 20	Enterable; Modifiable
Advertiser ID No.	Alpha 20	Enterable; Modifiable
Ad Agent for Mfr. #1	Alpha 20	Enterable; Modifiable
Ad Agent for Mfr. #2	Alpha 20	Enterable; Modifiable
Ad Agent for Mfr. #3	Alpha 20	Enterable; Modifiable
Ad Agent for Mfr. #4	Alpha 20	Enterable; Modifiable
Ad Agent for Mfr. #5	Alpha 20	Enterable; Modifiable
Ad Agent for Mfr. #6	Alpha 20	Enterable; Modifiable
Ad Agent for Mfr. #7	Alpha 20	Enterable; Modifiable
Ad Agent for Mfr. #8	Alpha 20	Enterable; Modifiable
Ad Agent for Mfr. #9	Alpha 20	Enterable; Modifiable
Total # Mfr. Agency Relations	Alpha 20	Enterable; Modifiable
Ad Agent for Retailer #1	Alpha 20	Enterable; Modifiable
Ad Agent for Retailer #2	Alpha 20	Enterable; Modifiable
Ad Agent for Retailer #3	Alpha 20	Enterable; Modifiable
Ad Agent for Retailer #4	Alpha 20	Enterable; Modifiable
Ad Agent for Retailer #5	Alpha 20	Enterable; Modifiable
Ad Agent for Retailer #6	Alpha 20	Enterable; Modifiable
Ad Agent for Retailer #7	Alpha 20	Enterable; Modifiable
Ad Agent for Retailer #8	Alpha 20	Enterable; Modifiable
Ad Agent for Retailer #9	Alpha 20	Enterable; Modifiable
Ad Agent for Retailer #10	Alpha 20	Enterable; Modifiable
Total # Rtr. Agency Relations	Alpha 20	Enterable; Modifiable
URL for Advertiser WWW Site	Alpha 20	Enterable; Modifiable
Advertiser Network Acct. No.	Alpha 20	Enterable; Modifiable
Advertiser Network Password	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable
	Alpha 20	Indexed; Enterable; Modifiable

FIG. 15 I

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Structure: Promoter		
Promoter Name	Alpha 20	Enterable; Modifiable
Street Address	Alpha 20	Enterable; Modifiable
City	Alpha 20	Enterable; Modifiable
State	Alpha 20	Enterable; Modifiable
Postal Code	Alpha 20	Enterable; Modifiable
Contact Person	Alpha 20	Enterable; Modifiable
Phone Number	Alpha 20	Enterable; Modifiable
E-Mail Address	Alpha 20	Enterable; Modifiable
Fax Number	Alpha 20	Enterable; Modifiable
Promoter ID No.	Alpha 20	Enterable; Modifiable
Promo Agent for Mfr. #1	Alpha 20	Enterable; Modifiable
Promo Agent for Mfr. #2	Alpha 20	Enterable; Modifiable
Promo Agent for Mfr. #3	Alpha 20	Enterable; Modifiable
Promo Agent for Mfr. #4	Alpha 20	Enterable; Modifiable
Promo Agent for Mfr. #5	Alpha 20	Enterable; Modifiable
Promo Agent for Mfr. #6	Alpha 20	Enterable; Modifiable
Promo Agent for Mfr. #7	Alpha 20	Enterable; Modifiable
Promo Agent for Mfr. #8	Alpha 20	Enterable; Modifiable
Promo Agent for Mfr. #9	Alpha 20	Enterable; Modifiable
Total # Mfr. Agency Relations	Alpha 20	Enterable; Modifiable
Promo Agent For Rtr. #1	Alpha 20	Enterable; Modifiable
Promo Agent For Rtr. #2	Alpha 20	Enterable; Modifiable
Promo Agent For Rtr. #3	Alpha 20	Enterable; Modifiable
Promo Agent For Rtr. #4	Alpha 20	Enterable; Modifiable
Promo Agent For Rtr. #5	Alpha 20	Enterable; Modifiable
Promo Agent For Rtr. #6	Alpha 20	Enterable; Modifiable
Promo Agent For Rtr. #7	Alpha 20	Enterable; Modifiable
Promo Agent For Rtr. #8	Alpha 20	Enterable; Modifiable
Promo Agent For Rtr. #9	Alpha 20	Enterable; Modifiable
Promo Agent For Rtr. #10	Alpha 20	Enterable; Modifiable
Total # Rtr. Agency Relations	Alpha 20	Enterable; Modifiable
URL for Promoter WWW Site	Alpha 20	Enterable; Modifiable
Promoter Network Acct. No.	Alpha 20	Enterable; Modifiable
Promoter Network Password	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15J

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Structure: Physical Kiosk		
Physical Kiosk ID No.	Alpha 20	Enterable; Modifiable
Retail P-Store ID No.	Alpha 20	Enterable; Modifiable
Physical Kiosk HTTP Server URL	Alpha 20	Enterable; Modifiable
Assigned Static IP Address	Alpha 20	Enterable; Modifiable
P-Kiosk Aisle/Shelf Location	Alpha 20	Enterable; Modifiable
Physical Kiosk Access Password	Alpha 20	Enterable; Modifiable
CPI Request Service Status	Alpha 20	Enterable; Modifiable
Ad Display Service Status	Alpha 20	Enterable; Modifiable
Promotion Service Status	Alpha 20	Enterable; Modifiable
Kiosk Activity Index No. 1	Alpha 20	Enterable; Modifiable
Kiosk Activity Index No. 2	Alpha 20	Enterable; Modifiable
Kiosk Activity Index No. 3	Alpha 20	Enterable; Modifiable
Kiosk Activity Index No. 4	Alpha 20	Enterable; Modifiable
Kiosk Activity Index No. 5	Alpha 20	Enterable; Modifiable
Status of Retailer's MIN Filter	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Spot on Monday	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Spot on Tues.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Spot on Wed.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Spot on Thurs.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Spot on Fri.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Spot on Sat.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Spot on Sun.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Promo on Mon.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Promo on Tues.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Promo on Wed.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Promo on Thur.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Promo on Fri.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Promo on Sat.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Promo on Sun.	Alpha 20	Enterable; Modifiable
CPIR Request Service GUI Type	Alpha 20	Enterable; Modifiable
Ad Display Service GUI Type	Alpha 20	Enterable; Modifiable
Promo Service GUI Type	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15K

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Structure: Retailer Physical Store

Retailer ID No.	Alpha 20	Enterable; Modifiable
Address	Alpha 20	Enterable; Modifiable
City	Alpha 20	Enterable; Modifiable
State	Alpha 20	Enterable; Modifiable
Postal Code	Alpha 20	Enterable; Modifiable
Country	Alpha 20	Enterable; Modifiable
Retail P-Store ID No.	Alpha 20	Enterable; Modifiable
Store Manager Identity	Alpha 20	Enterable; Modifiable
Store Manager Phone	Alpha 20	Enterable; Modifiable
Store Manager E-Mail	Alpha 20	Enterable; Modifiable
Regional Manager Identity	Alpha 20	Enterable; Modifiable
Regional Manager Phone	Alpha 20	Enterable; Modifiable
Regional Manager E-Mail	Alpha 20	Enterable; Modifiable
Number of Store Aisles	Alpha 20	Enterable; Modifiable
Number of Floors	Alpha 20	Enterable; Modifiable
Floor Plan Diagrams	Alpha 20	Enterable; Modifiable
Product Category/Shelf Maps	Alpha 20	Enterable; Modifiable
Available Internet Connectivity	Alpha 20	Enterable; Modifiable
Retailer/Manufacturer Relations	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable
	Alpha 20	Enterable; Modifiable
	Alpha 20	Enterable; Modifiable

FIG. 15L

Structure: Physical Kiosk HTTP Server

Physical Kiosk HTTP Server URL	Alpha 20	Enterable; Modifiable
Physical Kiosk HTTP Server Log	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No.	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15M

Structure: Retailer's Physical Kiosk Cat.

Retail P-Store ID No.	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No. 1	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No. 2	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No. 3	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No. 4	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No. 5	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No. 6	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No. 7	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No. 8	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No. 9	Alpha 20	Enterable; Modifiable
Total # of Physical Kiosks	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15N

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Structure: Physical Kiosk E-Mail		
Physical Kiosk ID No.	Alpha 20	Enterable; Modifiable
Physical Kiosk E-Mail Log	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 150

Structure: Physical Kiosk User Activity		
Date(s) of Activity Measurement	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No.	Alpha 20	Enterable; Modifiable
Number of HTML Pages Accessed	Alpha 20	Enterable; Modifiable
Number of UPC Requests at Kiosk	Alpha 20	Enterable; Modifiable
Different HTML Pages Served-Up	Alpha 20	Enterable; Modifiable
Outgoing E-Mail Transmissions	Alpha 20	Enterable; Modifiable
System Mode Transitions	Alpha 20	Enterable; Modifiable
E-Commerce Transactions Made	Alpha 20	Enterable; Modifiable
Number of UPC Requests at Kiosk	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15P

Structure: Ad Spot Order --Virtual Kiosk		
UPN of Advertised Product	Alpha 20	Enterable; Modifiable
Virtual Kiosk ID No.	Alpha 20	Enterable; Modifiable
Scheduled Date of Ad Spot	Alpha 20	Enterable; Modifiable
Advertiser Placing Order	Alpha 20	Enterable; Modifiable
Date of Ad Spot Order	Alpha 20	Enterable; Modifiable
Advertiser ID No.	Alpha 20	Enterable; Modifiable
Cost of Ad Spot	Alpha 20	Enterable; Modifiable
URL of Advertisement Spot	Alpha 20	Enterable; Modifiable
Time Duration of Ad Spot	Alpha 20	Enterable; Modifiable
Copyright Owner of Advertisement	Alpha 20	Enterable; Modifiable
Ordered Number of Displays/Date	Alpha 20	Enterable; Modifiable
File Format of Advertisement	Alpha 20	Enterable; Modifiable
Virtual Kiosk Ad Spot ID No.	Alpha 20	Enterable; Modifiable
Actual Number of Displays/Date	Alpha 20	Enterable; Modifiable
Actual Number of Interruptions	Alpha 20	Enterable; Modifiable
Ad Spot Cost	Alpha 20	Enterable; Modifiable
Date of Ad Payment	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15Q

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Structure: Ad Spot Order-- Physical Kiosk		
UPN of Advertised Product	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No.	Alpha 20	Enterable; Modifiable
Scheduled Date of Ad Spot	Alpha 20	Enterable; Modifiable
Advertiser Placing Order	Alpha 20	Enterable; Modifiable
Date of Ad Campaign	Alpha 20	Enterable; Modifiable
Advertiser ID No.	Alpha 20	Enterable; Modifiable
Cost Ad Spot	Alpha 20	Enterable; Modifiable
URL of Advertisement Spot	Alpha 20	Enterable; Modifiable
Time Duration of Ad Spot	Alpha 20	Enterable; Modifiable
Copyright Owner of Advertisement	Alpha 20	Enterable; Modifiable
Ordered Number of Displays/Date	Alpha 20	Enterable; Modifiable
File Format of Advertisement	Alpha 20	Enterable; Modifiable
Physical Kiosk Ad Spot ID No.	Alpha 20	Enterable; Modifiable
Actual Number of Displays/Date	Alpha 20	Enterable; Modifiable
Actual Number of Interruptions	Alpha 20	Enterable; Modifiable
Ad Spot Payment	Alpha 20	Enterable; Modifiable
Date of Ad Spot Payment	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15R

Structure: Promo Spot Order- Physical Kiosk		
UPN of Promoted Product	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No.	Alpha 20	Enterable; Modifiable
Scheduled Date of Promo Spot	Alpha 20	Enterable; Modifiable
Promoter Placing Order	Alpha 20	Enterable; Modifiable
Date of Promo Spot Order	Alpha 20	Enterable; Modifiable
Promoter ID No.	Alpha 20	Enterable; Modifiable
URL of Promotional Ad in DF1	Alpha 20	Enterable; Modifiable
Promotional Message in DF2	Alpha 20	Enterable; Modifiable
Promotional Message in DF3	Alpha 20	Enterable; Modifiable
Promotional Message in DF4	Alpha 20	Enterable; Modifiable
Promotional Message in DF5	Alpha 20	Enterable; Modifiable
Time Duration of Promotion Spot	Alpha 20	Enterable; Modifiable
Copyright Owner of Promo Ad	Alpha 20	Enterable; Modifiable
Ordered Number of Displays/Date	Alpha 20	Enterable; Modifiable
File Format of Promotional Ad	Alpha 20	Enterable; Modifiable
Physical Kiosk Promo Spot ID No.	Alpha 20	Enterable; Modifiable
Actual Number of Displays/Date	Alpha 20	Enterable; Modifiable
Actual Number of Interruptions	Alpha 30	Enterable; Modifiable
Cost of Promo Spot	Alpha 20	Enterable; Modifiable
Promo Spot Payment	Alpha 20	Enterable; Modifiable
Date of Promo Spot Payment	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15S

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Structure: Physical Kiosk Ad Campaign		
Physical Kiosk ID No.	Alpha 20	Enterable; Modifiable
Date of Ad Campaign	Alpha 20	Enterable; Modifiable
Ad Spot ID No.1	Alpha 20	Enterable; Modifiable
Ad Spot ID No.2	Alpha 20	Enterable; Modifiable
Ad Spot ID No.3	Alpha 20	Enterable; Modifiable
Ad Spot ID No.4	Alpha 20	Enterable; Modifiable
Ad Spot ID No.5	Alpha 20	Enterable; Modifiable
Ad Spot ID No.6	Alpha 20	Enterable; Modifiable
Ad Spot ID No.7	Alpha 20	Enterable; Modifiable
Ad Spot ID No.8	Alpha 20	Enterable; Modifiable
Ad Spot ID No.9	Alpha 20	Enterable; Modifiable
Ad Spot ID No.10	Alpha 20	Enterable; Modifiable
Total Ad Spots Ordered On Kiosk	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15T

Structure: Physical Kiosk Promo Campaign		
Physical Kiosk ID No.	Alpha 20	Enterable; Modifiable
Date of Promo Campaign	Alpha 20	Enterable; Modifiable
Physical Kiosk Promo Spot ID No	Alpha 20	Enterable; Modifiable
Physical Kiosk Promo Spot ID No	Alpha 20	Enterable; Modifiable
Physical Kiosk Promo Spot ID No	Alpha 20	Enterable; Modifiable
Physical Kiosk Promo Spot ID No	Alpha 20	Enterable; Modifiable
Physical Kiosk Promo Spot ID No	Alpha 20	Enterable; Modifiable
Physical Kiosk Promo Spot ID No	Alpha 20	Enterable; Modifiable
Physical Kiosk Promo Spot ID No	Alpha 20	Enterable; Modifiable
Physical Kiosk Promo Spot ID No	Alpha 20	Enterable; Modifiable
Physical Kiosk Promo Spot ID No	Alpha 20	Enterable; Modifiable
Total Ad Spots Ordered	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15U

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Structure: Virtual Kiosk		
Virtual Kiosk ID No.	Alpha 20	Enterable; Modifiable
Retail P-Store or E-Store ID No	Alpha 20	Enterable; Modifiable
Type of Virtual Kiosk	Alpha 20	Enterable; Modifiable
CPIR-Enabling Applet ID No.	Alpha 20	Enterable; Modifiable
Licensed Internet Domain	Alpha 20	Enterable; Modifiable
Virtual Kiosk Licensee (e.g., software, int'l, ext'l.)	Alpha 20	Enterable; Modifiable
Virtual Kiosk Enabling Password	Alpha 20	Enterable; Modifiable
E-Store Web-Page Location	Alpha 20	Enterable; Modifiable
CPI Request Service Status	Alpha 20	Enterable; Modifiable
AD Display Service Status	Alpha 20	Enterable; Modifiable
Promotion Service Status	Alpha 20	Enterable; Modifiable
Kiosk Activity Index No. 1	Alpha 20	Enterable; Modifiable
Kiosk Activity Index No. 2	Alpha 20	Enterable; Modifiable
Kiosk Activity Index No. 3	Alpha 20	Enterable; Modifiable
Kiosk Activity Index No. 4	Alpha 20	Enterable; Modifiable
Status of Retailer MIN Filter	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Spot on Mon.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Spot on Tues.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Spot on Wed.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Spot on Thurs.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Spot on Fri.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Spot on Sat.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Spot on Sun.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Promo Spot on Mon	Alpha 20	Enterable; Modifiable
Cost of Kiosk Promo Spot on Tue	Alpha 20	Enterable; Modifiable
Cost of Kiosk Promo Spot on Wed	Alpha 20	Enterable; Modifiable
Cost of Kiosk Promo Spot on Thu	Alpha 20	Enterable; Modifiable
Cost of Kiosk Promo Spot on Fri	Alpha 20	Enterable; Modifiable
Cost of Kiosk Promo Spot on Sat	Alpha 20	Enterable; Modifiable
Cost of Kiosk Promo Spot on Sun	Alpha 20	Enterable; Modifiable
URL for Accessing Virtual Kiosk	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15V

Structure: CPIR-enabling Applet		
CPIR-Enabling Applet ID No.	Alpha 20	Enterable; Modifiable
Type of CPIR-Enabling Applet	Alpha 20	Enterable; Modifiable
URL of CPIR-Enabling Applet BC	Alpha 20	Enterable; Modifiable
Virtual Kiosk ID No.	Alpha 20	Enterable; Modifiable
Virtual Kiosk Server Log	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15W

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Structure: Retailer E-Store		
Retailer ID No.	Alpha 20	Enterable; Modifiable
Address	Alpha 20	Enterable; Modifiable
City	Alpha 20	Enterable; Modifiable
State	Alpha 20	Enterable; Modifiable
Postal Code	Alpha 20	Enterable; Modifiable
Country	Alpha 20	Enterable; Modifiable
Retail E-Store ID No.	Alpha 20	Enterable; Modifiable
E-Store Manager Identity	Alpha 20	Enterable; Modifiable
E-Store Manager Phone	Alpha 20	Enterable; Modifiable
E-Store Manager E-Mail	Alpha 20	Enterable; Modifiable
E-Store WWW Site Map	Alpha 20	Enterable; Modifiable
Retailer/Manufacturer Relations	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15 X

Structure: Retailer's Virtual Kiosk Cat.		
Retail P-Store ID No.	Alpha 20	Enterable; Modifiable
Virtual Kiosk ID No. 1	Alpha 20	Enterable; Modifiable
Virtual Kiosk ID No. 2	Alpha 20	Enterable; Modifiable
Virtual Kiosk ID No. 3	Alpha 20	Enterable; Modifiable
Virtual Kiosk ID No. 4	Alpha 20	Enterable; Modifiable
Virtual Kiosk ID No. 5	Alpha 20	Enterable; Modifiable
Virtual Kiosk ID No. 6	Alpha 20	Enterable; Modifiable
Virtual Kiosk ID No. 7	Alpha 20	Enterable; Modifiable
Virtual Kiosk ID No. 8	Alpha 20	Enterable; Modifiable
Virtual Kiosk ID No. 9	Alpha 20	Enterable; Modifiable
Total # of Virtual Kiosks	Alpha 20	Enterable; Modifiable
Retailer ID No.	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15 Y

Structure: Virtual Kiosk E-Mail		
Virtual Kiosk ID No.	Alpha 20	Enterable; Modifiable
Virtual Kiosk E-Mail Log	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15 Z

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Structure: Virtual Kiosk User Activity		
Date(s) of Activity Measurement	Alpha 20	Enterable; Modifiable
Virtual Kiosk ID No.	Alpha 20	Enterable; Modifiable
Number of HTML Pages Accessed	Alpha 20	Enterable; Modifiable
Number of UPC Requests at Kiosk	Alpha 20	Enterable; Modifiable
Number of Trademark Requests	Alpha 20	Enterable; Modifiable
Different HTML Pages Served-Up	Alpha 20	Enterable; Modifiable
Outgoing E-Mail Transmissions	Alpha 20	Enterable; Modifiable
System Mode Transitions	Alpha 20	Enterable; Modifiable
E-Commerce Transactions Made	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG 15AA

Structure: Promo Spot Order-Virtual Kiosk		
UPN of Promoted Product	Alpha 20	Enterable; Modifiable
Virtual Kiosk ID No.	Alpha 20	Enterable; Modifiable
Scheduled Date of Promo Spot	Alpha 20	Enterable; Modifiable
Promoter Placing Order	Alpha 20	Enterable; Modifiable
Date of Promo Spot Order	Alpha 20	Enterable; Modifiable
Promoter ID No.	Alpha 20	Enterable; Modifiable
URL of Promotional Ad in DF1	Alpha 20	Enterable; Modifiable
Promotional Message in DF2	Alpha 20	Enterable; Modifiable
Promotional Message in DF3	Alpha 20	Enterable; Modifiable
Promotional Message in DF4	Alpha 20	Enterable; Modifiable
Promotional Message in DF5	Alpha 20	Enterable; Modifiable
Time Duration of Promotion Spot	Alpha 20	Enterable; Modifiable
Copyright Owner of Promo Ad	Alpha 20	Enterable; Modifiable
Ordered Number of Displays/Date	Alpha 20	Enterable; Modifiable
File Format of Promotional Ad	Alpha 20	Enterable; Modifiable
Virtual Kiosk Promo Spot ID No.	Alpha 20	Enterable; Modifiable
Actual Number of Displays/Date	Alpha 20	Enterable; Modifiable
Actual Number of Interruptions	Alpha 20	Enterable; Modifiable
Cost of Promo Spot	Alpha 20	Enterable; Modifiable
Promo Cost Payment	Alpha 20	Enterable; Modifiable
Date of Promo Payment	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG 15BB

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Structure: Virtual Kiosk Promo Campaign		
Virtual Kiosk ID No.	Alpha 20	Enterable; Modifiable
Date of Promo Campaign	Alpha 20	Enterable; Modifiable
Virtual Kiosk Promo Spot ID No.	Alpha 20	Enterable; Modifiable
Virtual Kiosk Promo Spot ID No.	Alpha 20	Enterable; Modifiable
Virtual Kiosk Promo Spot ID No.	Alpha 20	Enterable; Modifiable
Virtual Kiosk Promo Spot ID No.	Alpha 20	Enterable; Modifiable
Virtual Kiosk Promo Spot ID No.	Alpha 20	Enterable; Modifiable
Virtual Kiosk Promo Spot ID No.	Alpha 20	Enterable; Modifiable
Virtual Kiosk Promo Spot ID No.	Alpha 20	Enterable; Modifiable
Virtual Kiosk Promo Spot ID No.	Alpha 20	Enterable; Modifiable
Virtual Kiosk Promo Spot ID No.	Alpha 20	Enterable; Modifiable
Virtual Kiosk Promo Spot ID No.	Alpha 20	Enterable; Modifiable
Total Promo Spot Ordered	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15CC

Structure: Virtual Kiosk Ad Campaign		
Virtual Kiosk ID No.	Alpha 20	Enterable; Modifiable
Date of Ad Campaign	Alpha 20	Enterable; Modifiable
Virtual Kiosk Ad Spot ID No. 1	Alpha 20	Enterable; Modifiable
Virtual Kiosk Ad Spot ID No. 2	Alpha 20	Enterable; Modifiable
Virtual Kiosk Ad Spot ID No. 3	Alpha 20	Enterable; Modifiable
Virtual Kiosk Ad Spot ID No. 4	Alpha 20	Enterable; Modifiable
Virtual Kiosk Ad Spot ID No. 5	Alpha 20	Enterable; Modifiable
Virtual Kiosk Ad Spot ID No. 6	Alpha 20	Enterable; Modifiable
Virtual Kiosk Ad Spot ID No. 7	Alpha 20	Enterable; Modifiable
Virtual Kiosk Ad Spot ID No. 8	Alpha 20	Enterable; Modifiable
Virtual Kiosk Ad Spot ID No. 9	Alpha 20	Enterable; Modifiable
Virtual Kiosk Ad Spot ID No. 10	Alpha 20	Enterable; Modifiable
Total Ad Spots Ordered on Kiosk	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15DD

Structure: Ad Credit -Physical Kiosk		
Advertiser ID No.	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No.	Alpha 20	Enterable; Modifiable
Physical Kiosk Ad Spot ID No.	Alpha 20	Enterable; Modifiable
UPN of Advertised Product	Alpha 20	Enterable; Modifiable
URL of Interrupted Ad	Alpha 20	Enterable; Modifiable
Date of Interruption	Alpha 20	Enterable; Modifiable
Time of Interruption	Alpha 20	Enterable; Modifiable
UPN of Interrupting Product	Alpha 20	Enterable; Modifiable
Amount of Ad Credit	Alpha 20	Enterable; Modifiable
Date of Record Creation	Alpha 20	Enterable; Modifiable

FIG. 15EE

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Structure: Ad Credit --Virtual Kiosk		
Advertiser ID No.	Alpha 20	Enterable; Modifiable
Virtual Kiosk ID No.	Alpha 20	Enterable; Modifiable
Virtual Kiosk Ad Spot ID No.	Alpha 20	Enterable; Modifiable
URL of Advertised Product	Alpha 20	Enterable; Modifiable
URL of Interrupted Ad	Alpha 20	Enterable; Modifiable
Date of Interruption	Alpha 20	Enterable; Modifiable
Time of Interruption	Alpha 20	Enterable; Modifiable
UPN of Interrupting Product	Alpha 20	Enterable; Modifiable
Amount of Ad Credit	Alpha 20	Enterable; Modifiable
Date of Record Creation	Alpha 20	Enterable; Modifiable

FIG. 15FF

Structure: Promo Credit -- Physical Kiosk		
Advertiser ID No.	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No.	Alpha 20	Enterable; Modifiable
Physical Kiosk Promo Spot ID No.	Alpha 20	Enterable; Modifiable
UPN of Advertised Product	Alpha 20	Enterable; Modifiable
URL of Interrupted Promo	Alpha 20	Enterable; Modifiable
Date of Interruption	Alpha 20	Enterable; Modifiable
Time of Interruption	Alpha 20	Enterable; Modifiable
UPN of Interrupting Product	Alpha 20	Enterable; Modifiable
Amount of Promo Credit	Alpha 20	Enterable; Modifiable
Date of Record Creation	Alpha 20	Enterable; Modifiable

FIG. 15GG

Structure: Promo Credit -- Virtual Kiosk		
Advertiser Identification No.	Alpha 20	Enterable; Modifiable
Virtual Kiosk ID No.	Alpha 20	Enterable; Modifiable
Physical Kiosk Promo Spot ID No.	Alpha 20	Enterable; Modifiable
UPN of Advertised Product	Alpha 20	Enterable; Modifiable
URL of Interrupted Promo	Alpha 20	Enterable; Modifiable
Date of Interruption	Alpha 20	Enterable; Modifiable
Time of Interruption	Alpha 20	Enterable; Modifiable
UPN of Interrupting Product	Alpha 20	Enterable; Modifiable
Amount of Promo Credit	Alpha 20	Enterable; Modifiable
Date of Record Creation	Alpha 20	Enterable; Modifiable

FIG. 15HH

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Structure: Purchase at Physical Store		
Retailer ID No.	Alpha 20	Enterable; Modifiable
Retail P-Store ID No.	Alpha 20	Enterable; Modifiable
UPN of Product Sold	Alpha 20	Enterable; Modifiable
Date of Product Sale	Alpha 20	Enterable; Modifiable
Time of Product Sale	Alpha 20	Enterable; Modifiable
Price of Sold Product	Alpha 20	Enterable; Modifiable
Customer ID No.	Alpha 20	Enterable; Modifiable
Credit Card No.	Alpha 20	Enterable; Modifiable
Retailer's Discount	Alpha 20	Enterable; Modifiable
Mfr's Promo Discount	Alpha 20	Enterable; Modifiable
URL of Promo Advertisement	Alpha 20	Enterable; Modifiable
Date of Record Creation	Alpha 20	Enterable; Modifiable

FIG. 15 II

Structure: Purchase at E-Store		
Retailer ID No.	Alpha 20	Enterable; Modifiable
Retail E-Store ID No.	Alpha 20	Enterable; Modifiable
UPN of Product Sold	Alpha 20	Enterable; Modifiable
Date of Product Sale	Alpha 20	Enterable; Modifiable
Time of Product Sale	Alpha 20	Enterable; Modifiable
Price of Sold Product	Alpha 20	Enterable; Modifiable
Customer ID No.	Alpha 20	Enterable; Modifiable
Credit Card No.	Alpha 20	Enterable; Modifiable
Retailer's Promo Discount	Alpha 20	Enterable; Modifiable
Mfr's Promo Discount	Alpha 20	Enterable; Modifiable
URL of Promo Advertisement	Alpha 20	Enterable; Modifiable
Date of Record Creation	Alpha 20	Enterable; Modifiable

FIG. 15 JJ

Structure: Retailer/Mfr. E-Store Relation		
Retail E-Store ID No.	Alpha 20	Enterable; Modifiable
Manufacturer #1 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer #2 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer #3 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer #4 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer #5 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer #6 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer #7 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer #8 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer #9 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer #10 ID No.	Alpha 20	Enterable; Modifiable
Total # Mfr. Relationships	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15 KK

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Structure: Mfr. Shelf/Aisle Rights		
P-Gosk Aisle/Shelf Location	Alpha 20	Enterable; Modifiable
MIN of Mfr. #1	Alpha 20	Enterable; Modifiable
MIN of Mfr. #2	Alpha 20	Enterable; Modifiable
MIN of Mfr. #3	Alpha 20	Enterable; Modifiable
MIN of Mfr. #4	Alpha 20	Enterable; Modifiable
MIN of Mfr. #5	Alpha 20	Enterable; Modifiable
MIN of Mfr. #6	Alpha 20	Enterable; Modifiable
MIN of Mfr. #7	Alpha 20	Enterable; Modifiable
MIN of Mfr. #8	Alpha 20	Enterable; Modifiable
MIN of Mfr. #9	Alpha 20	Enterable; Modifiable
MIN of Mfr. #10	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15 LL

Structure: Mfr. E-Store Web-Page Rights		
E-Store Web-Page Location	Alpha 20	Enterable; Modifiable
MIN of Mfr. #1	Alpha 20	Enterable; Modifiable
MIN of Mfr. #2	Alpha 20	Enterable; Modifiable
MIN of Mfr. #3	Alpha 20	Enterable; Modifiable
MIN of Mfr. #4	Alpha 20	Enterable; Modifiable
MIN of Mfr. #5	Alpha 20	Enterable; Modifiable
MIN of Mfr. #6	Alpha 20	Enterable; Modifiable
MIN of Mfr. #7	Alpha 20	Enterable; Modifiable
MIN of Mfr. #8	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15 MM

^{Mfrs}
(Virtual Shelf Rights)
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Modes of Information Service in the CPI Link Creation, Management and Transport Subsystem (501)

- Registration of Manufacturer/Creation of Manufacturer Account
- Login by Manufacturer
- Download and Register UPN/TM/PD/URL Link
- Creation/Management/and Transport (LCMT) Software
- Installation and Set-Up UPN/TM/PD/URL LCMT Software Within Manufacturer's Enterprise
- Selection and Customizing UPN/TM/PD/URL LCMT GUI Design-
 - Manufacturer Customization Options;
 - Default CPI Categories for Linked URL,
 - Custom CPI Categories for Linked URL
- On-Line Training for UPN/TM/PD/URL LCMT Software
- Update Manufacturer Registration Information
- Certification of Manufacturer's Product Advertising Agents
- Certification of Manufacturer's Product Promotional Agents

FIG. 16

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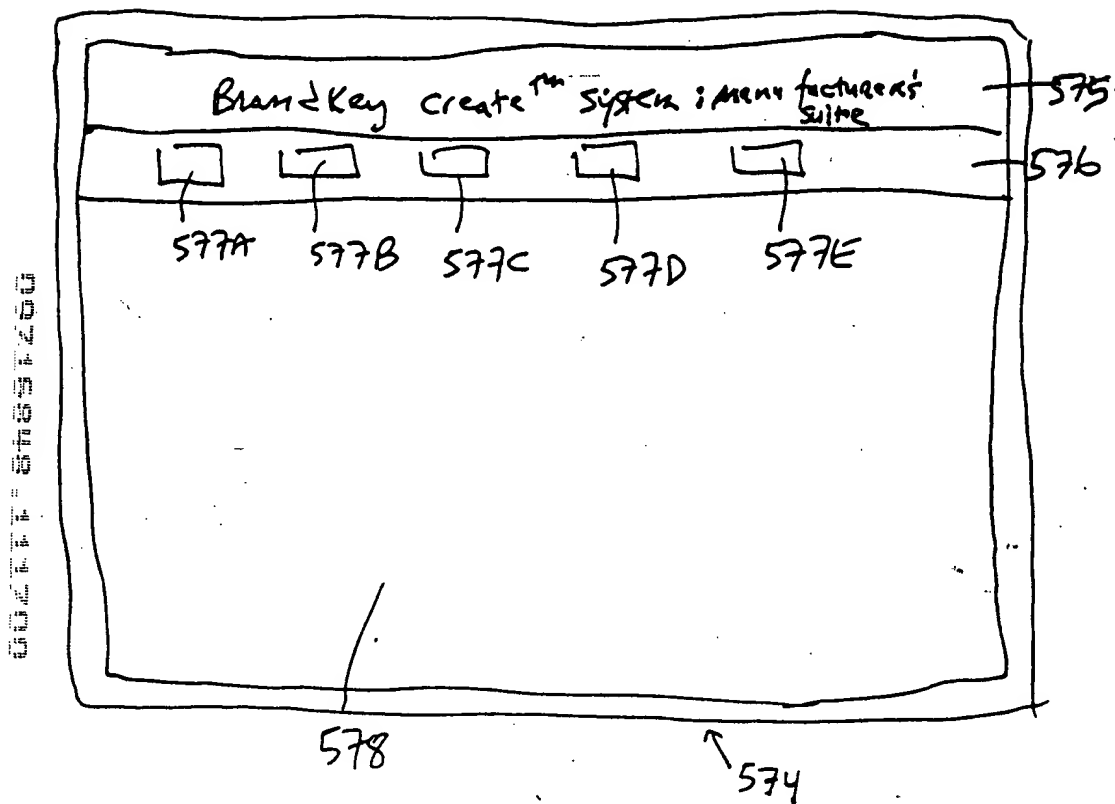


FIG. 16A

135/173

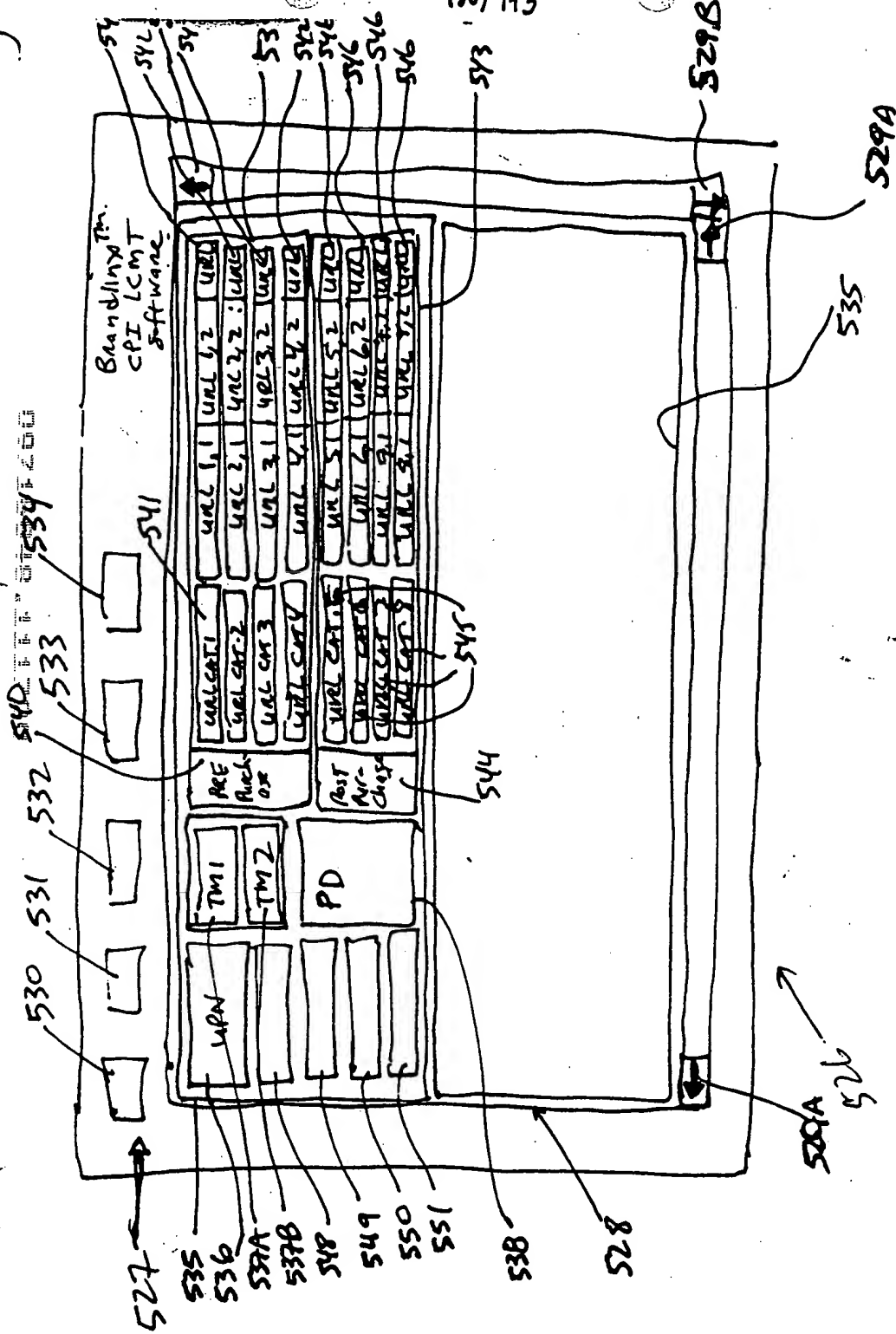


FIG. 17

00211-8105F200

DISTRIBUTED METHOD AND SYSTEM OF UPC/URL MANAGEMENT OVER A LAN OR WAN

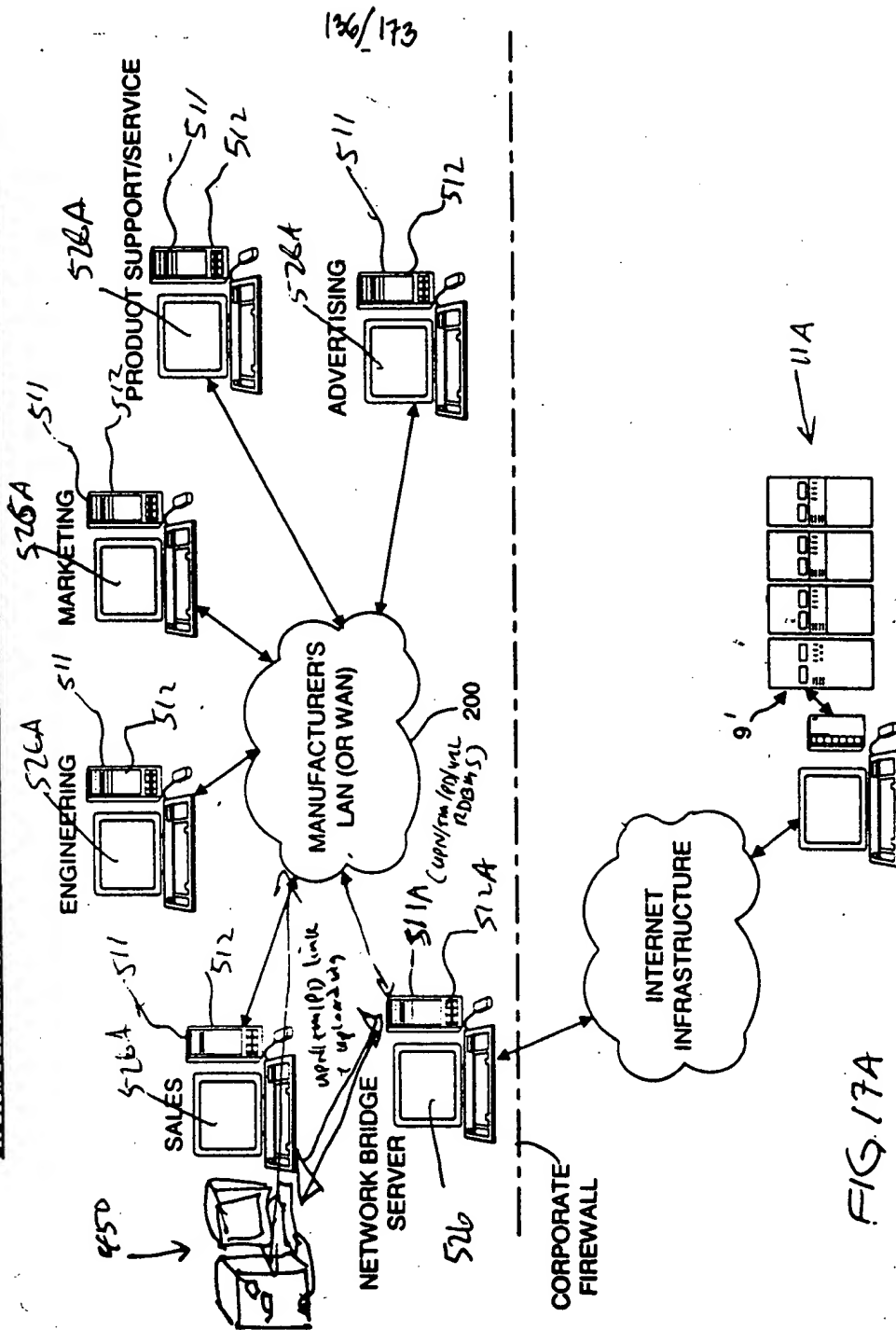
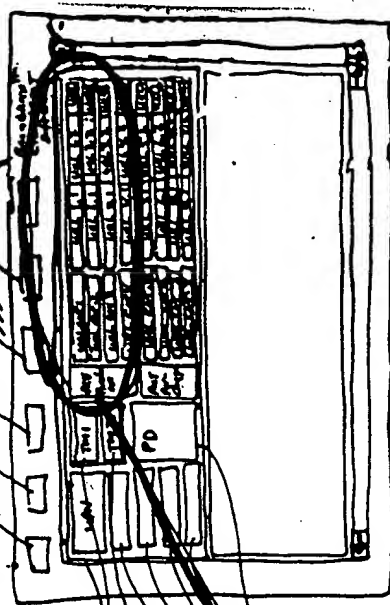


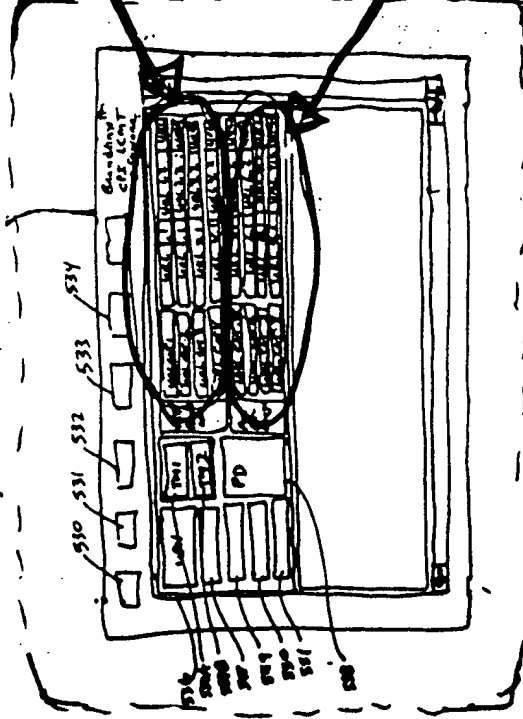
FIG 17A

Department No. 1
URL Category SET NO. 1

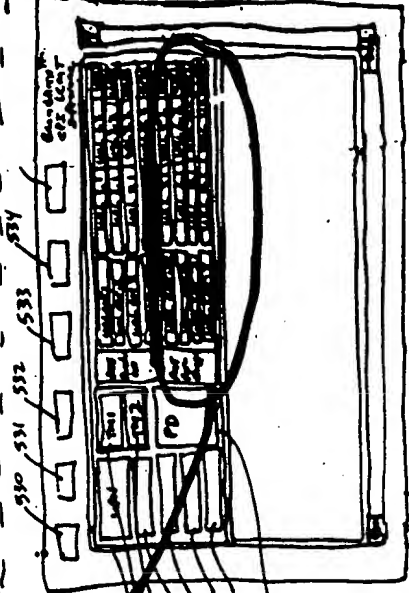


Distributed Method of
URL Category Management
within a Manufacturer's Enterprise 512

Master URL/URL
LCMT GUI



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Department No. 1 Assigned
URL Category SET NO. N

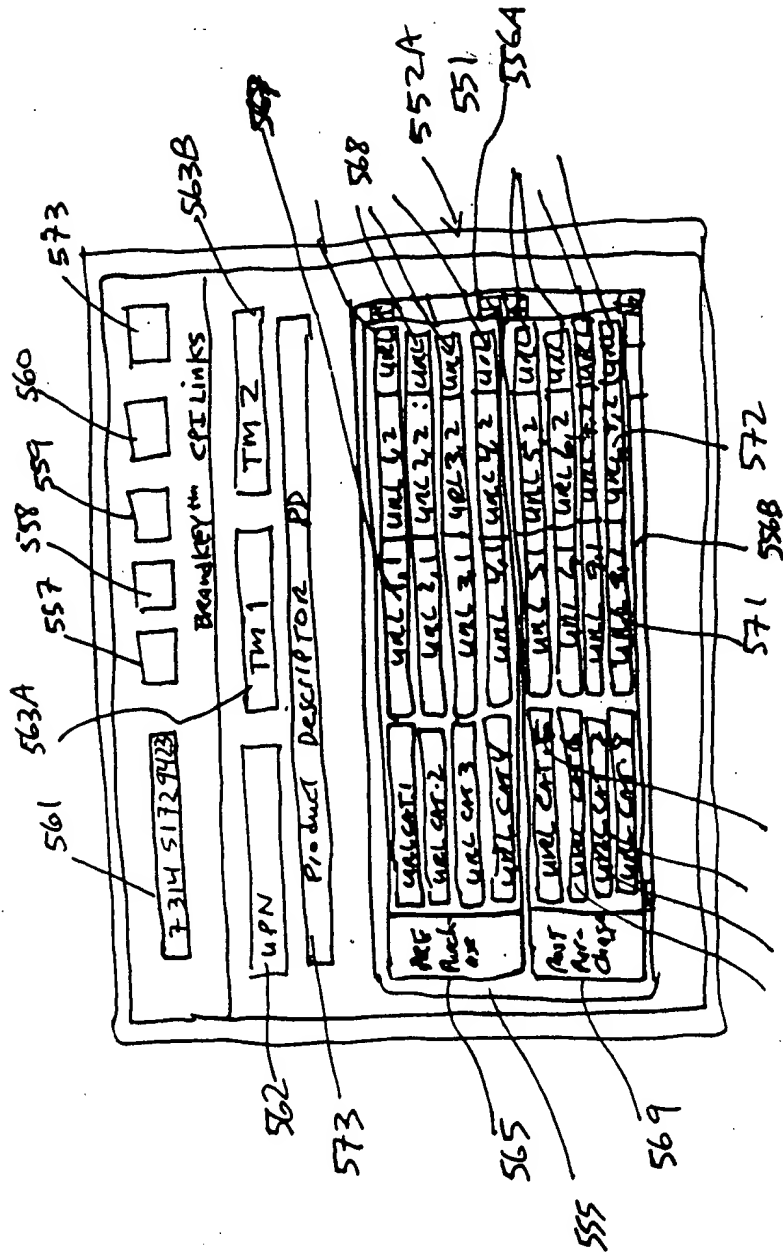
FIG. 17B

512

512A

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Doc ID: 81057400



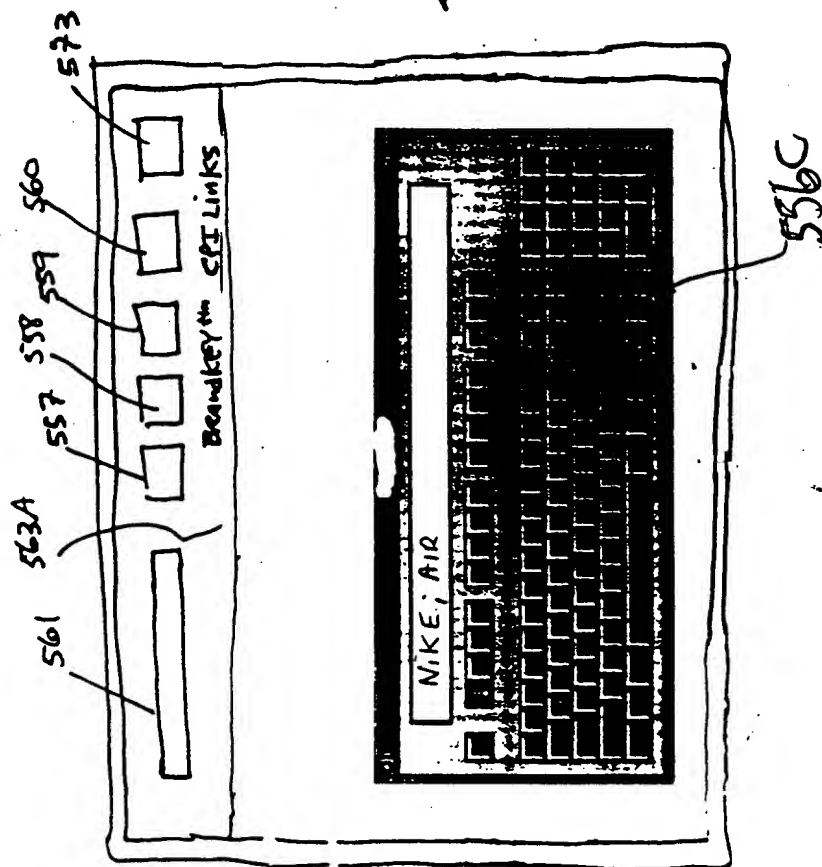
UPN-Directed
Search mode:
Steps - Mode Selection, Data Entry, Review Display

FIG. 18A

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← 552b

DATE: 5/15/2000

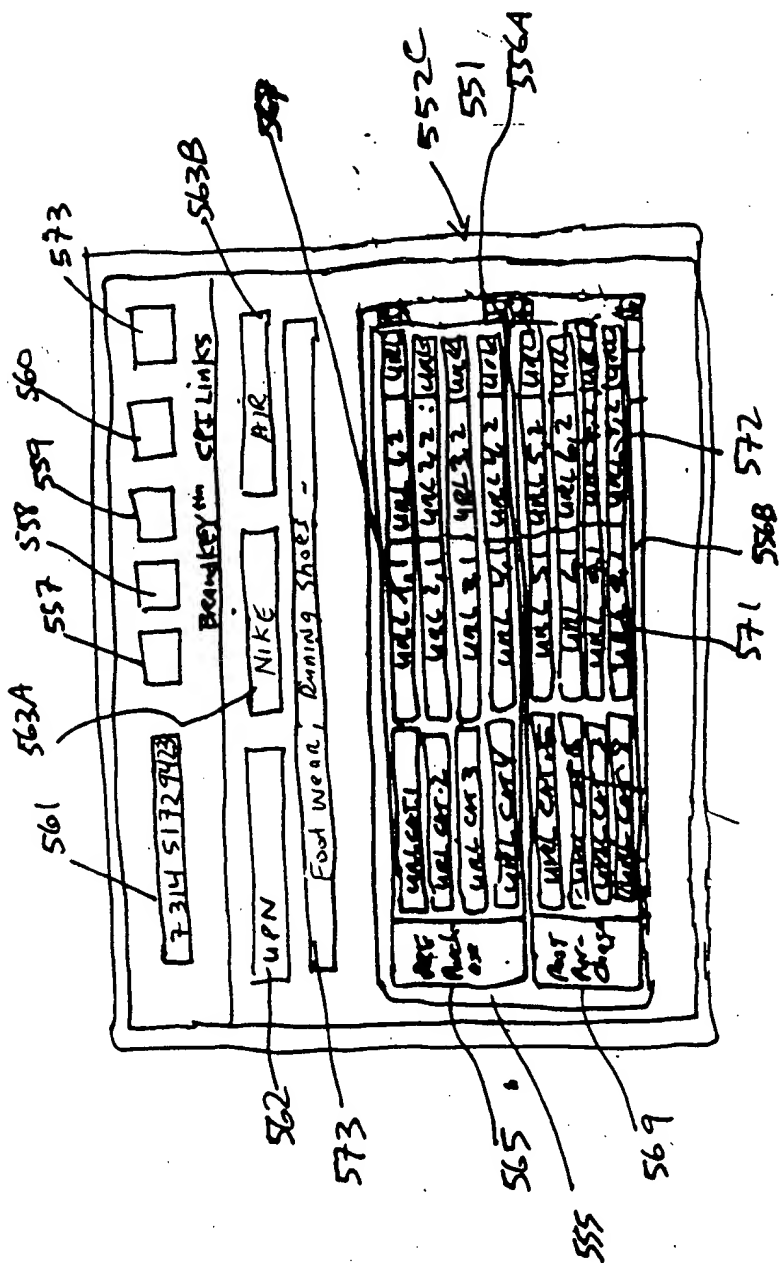


TM- Directed Search Mode:
Step 1 - Mode Selection
of Data Entry

FIG. 18B

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UNIT 1000



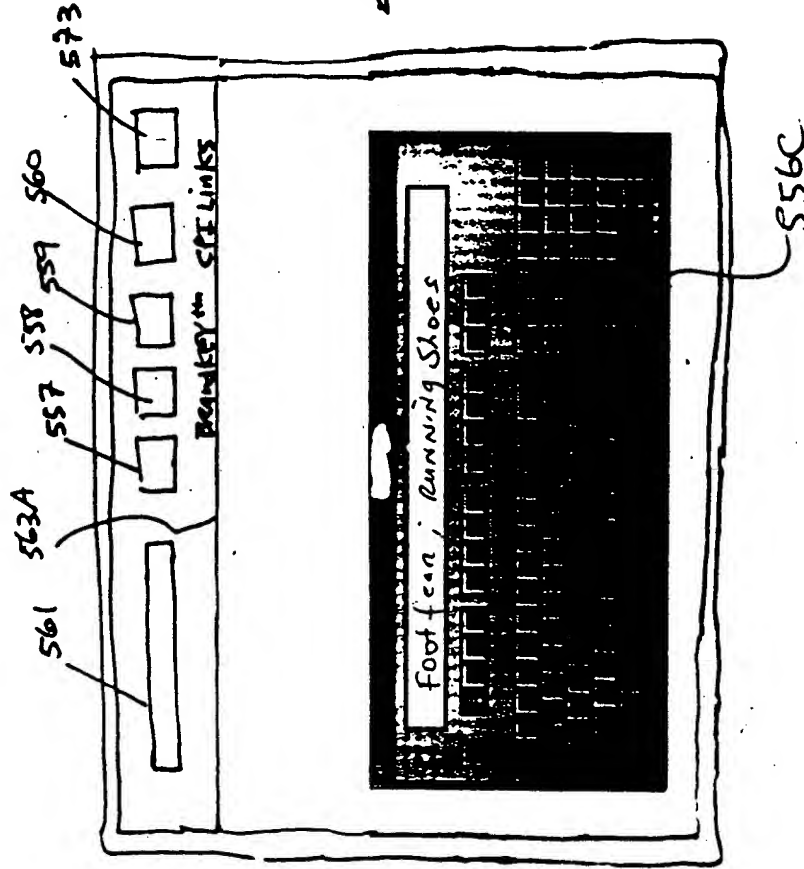
TH-Directed
Search Mode:
Step 2 - Record selection
& Display

FIG. 18B2

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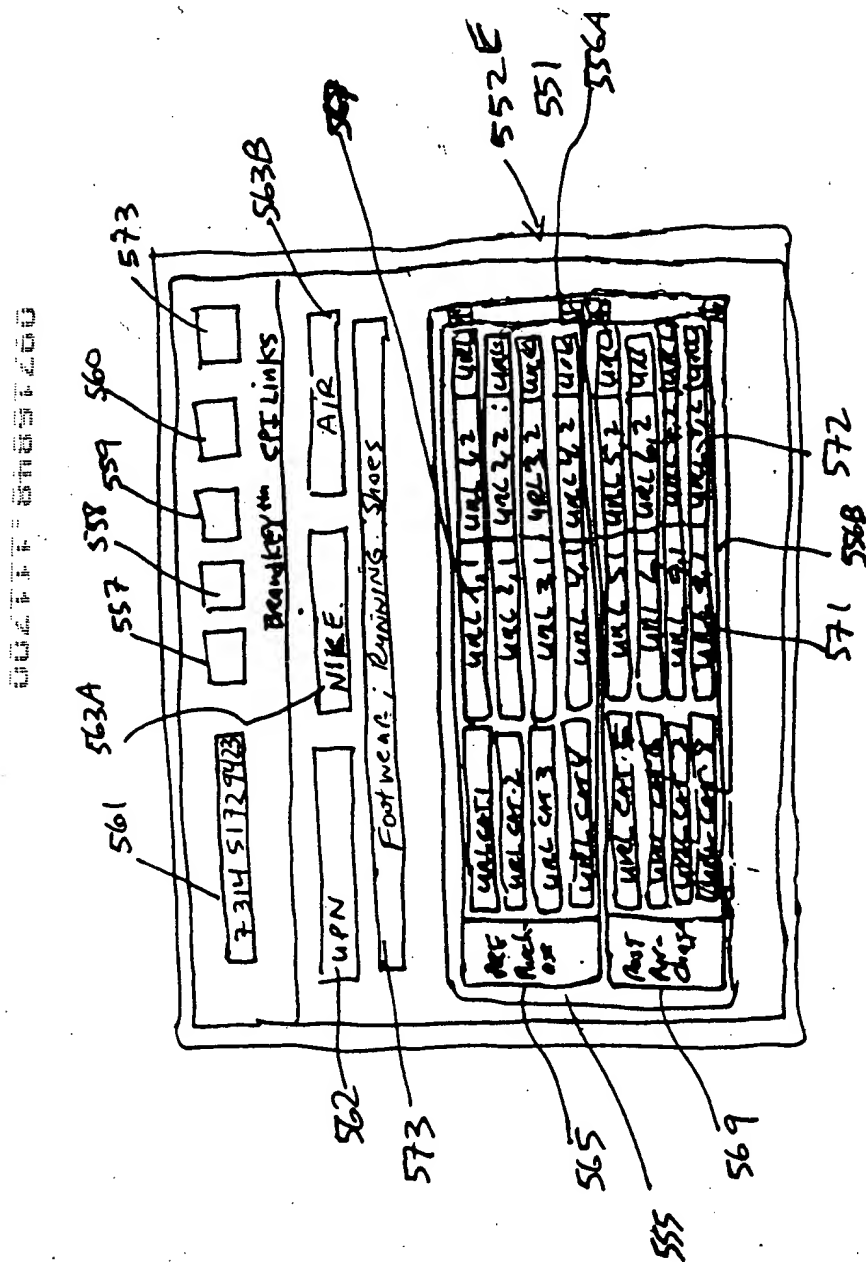
← 552D

00211 01051280



PD-Directed
SEARCH Made:
Step 1 - Mode selection
of data entry

FIG. 18C1



PD-directed
Search mode
Step 2: Reward Selection
& Display

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Modes of Information Service in the CPI Kiosk Configuration, Deployment,
Management and Access Subsystem (504)

Retailers (in physical and electronic streams of commerce)

- Registration of Retailer/Creation of Retailer Account
- Log-in by Retailer
- Update and Display Kiosk Deployment Directory -
- Select/order Physical and Virtual Kiosk for Deployment:
 - Specify Location of Kiosk Installation and Deployment
 - Selection of Information Services delivered by Deployed EPI Kiosk
 - Selection and customization of CPI Design- Kiosk GUI Design
- Registration of Manufacturer's Physical Aisle/Shelf Rights/Privileges on CPI Kiosks
- Certification of Retailer's Advertising Agents
- Certification of Retailer's Product Promotional Agents
- Monitoring Performance of Registered Retailer Advertising Agents
- Monitoring Performance of registered Retailer Promotional Agents

Consumers

- Registration of Consumer (for Retailer-Issued Courtesy Cards)
- Display of Kiosk Deployment Directories
 - Virtual CPI Kiosks Deployed in Retailer E-stores
 - Physical CPI Kiosks Deployed in Retailer P-Stores
 - Virtual CPI Kiosks Deployed on WWW
- Monitor consumer CPI E-Mail Transmissions from Subsystem

Fig. 19A

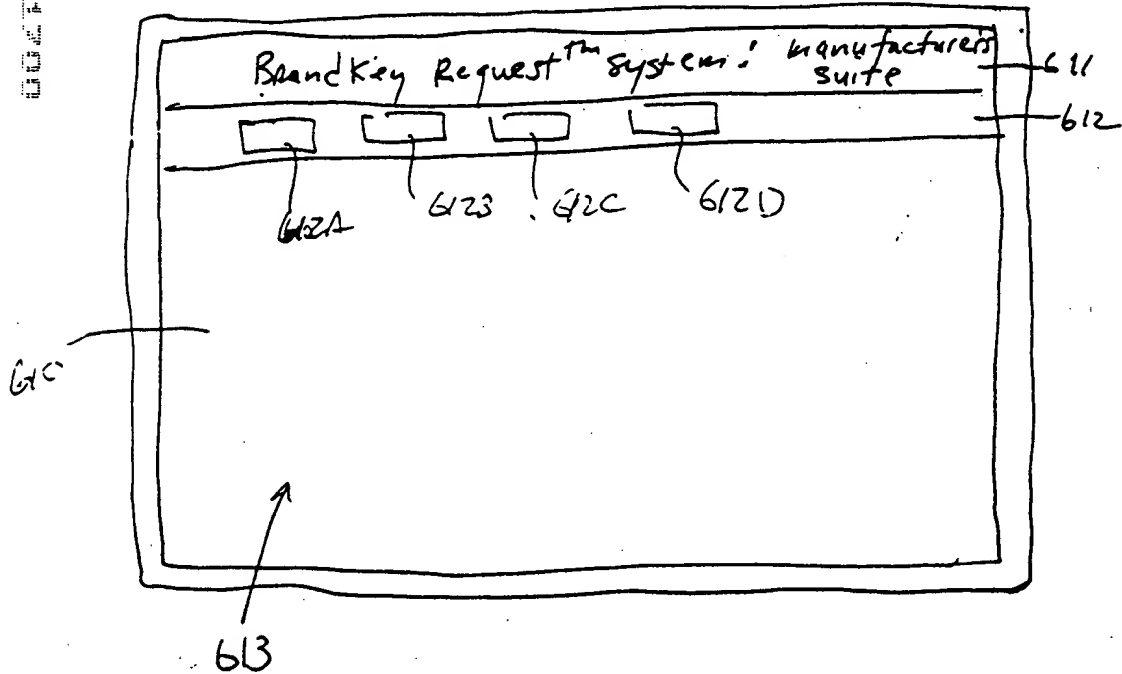
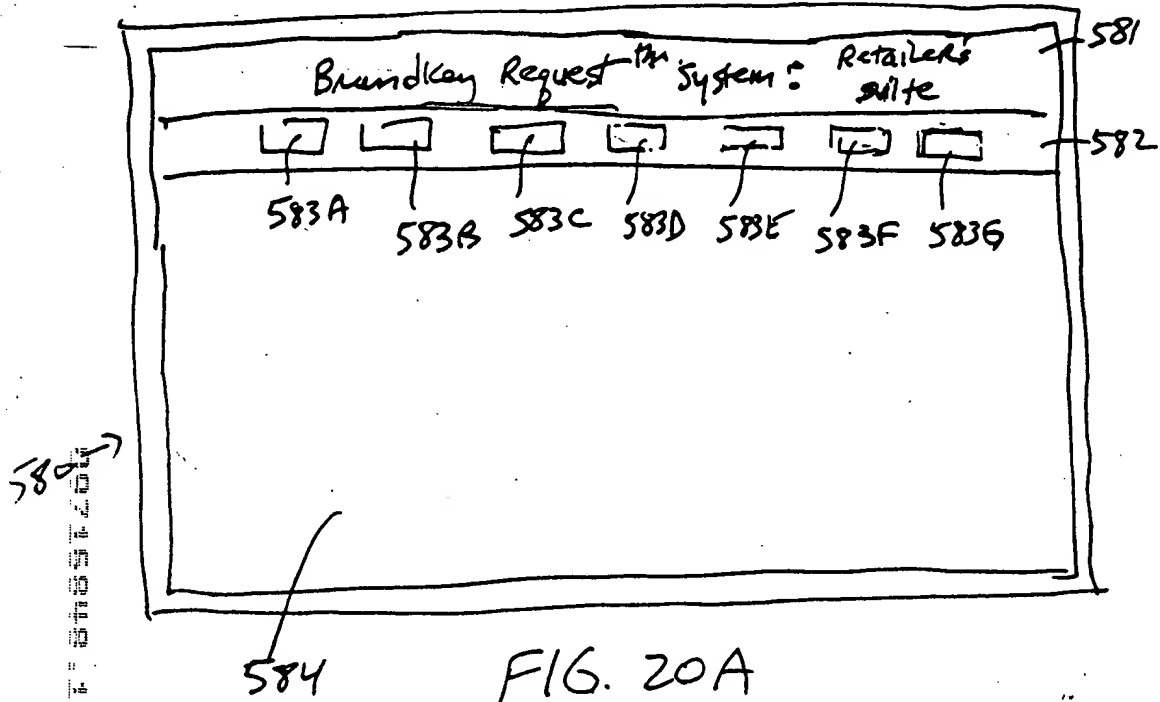
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Manufacturer's (in electronic streams of commerce)

- Registration of Manufacture/Creation of Retailer Account
- Log-in by Manufacturer
- Update and Display Manufacturer's Virtual Kiosk Deployment Directory –
- Select/order Virtual Kiosk for Deployment
 - Specify domain of Virtual kiosk Installation and Deployment
 - Selection of Information Services Delivered by Deployed Virtual CPI Kiosk
 - Selection and Customization of – Virtual CPI Kiosk GUI Design
- Registration of Manufacturer's Aisle/Shelf Rights/Privileges on CPI Kiosks
- Certification of Manufacturer's Advertising Agents
- Certification of Manufacturer's Product Promotional Agents
- Monitoring Performance of Certified/Registered Manufacturer's Advertising Agents
- Monitoring Performance of Certified/Registered Manufacturer's Promotional Agents

FIG 19B

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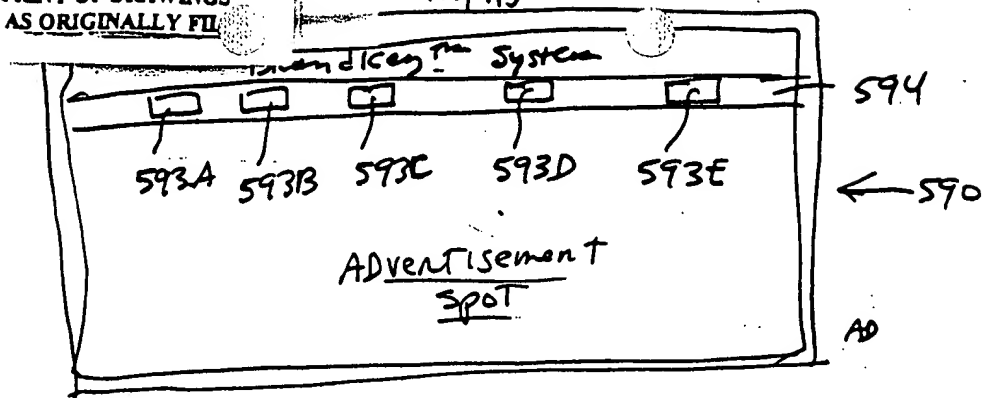


FIG. 21A

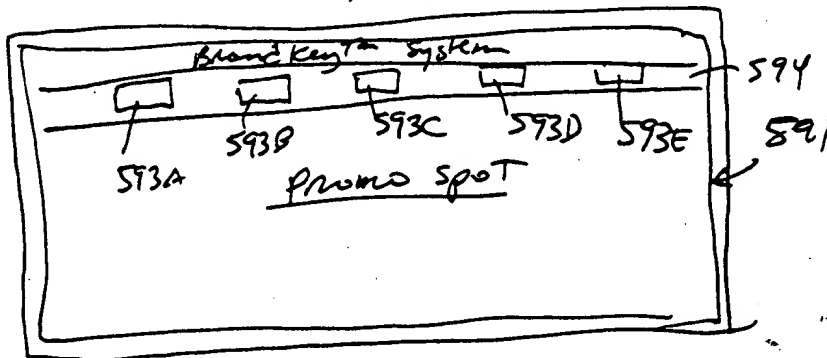


FIG. 21B

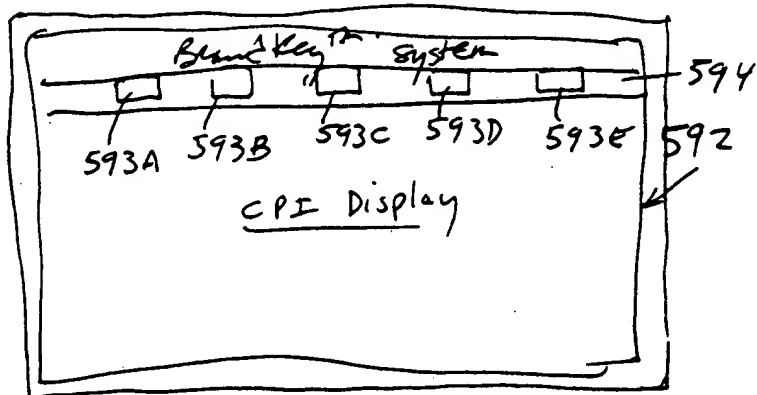


FIG. 21C

00715040 111700

00411 81051.200

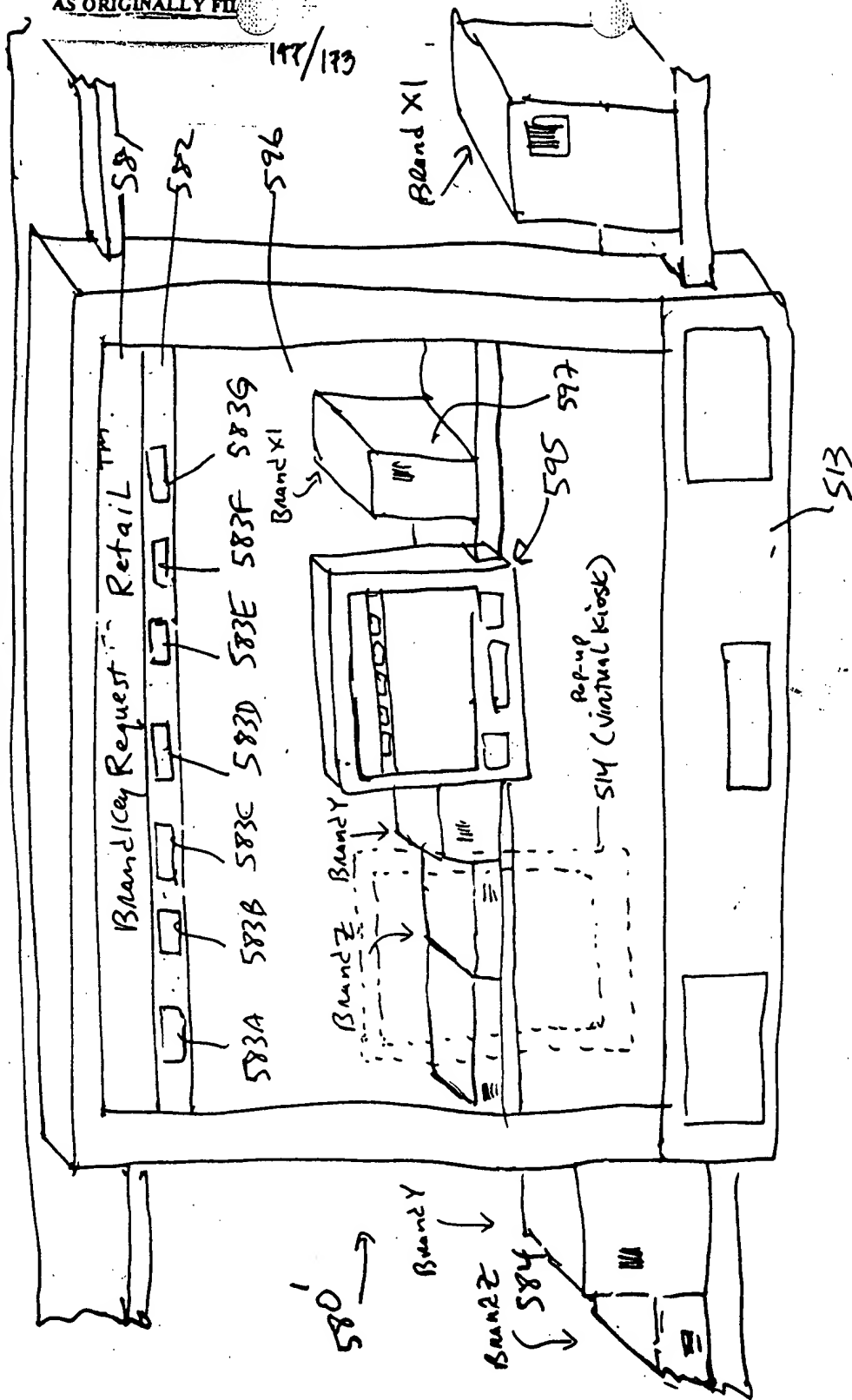


FIG. 22

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1 "Mfgs. Aisle/shelf Right/Min. Reg. Matter"

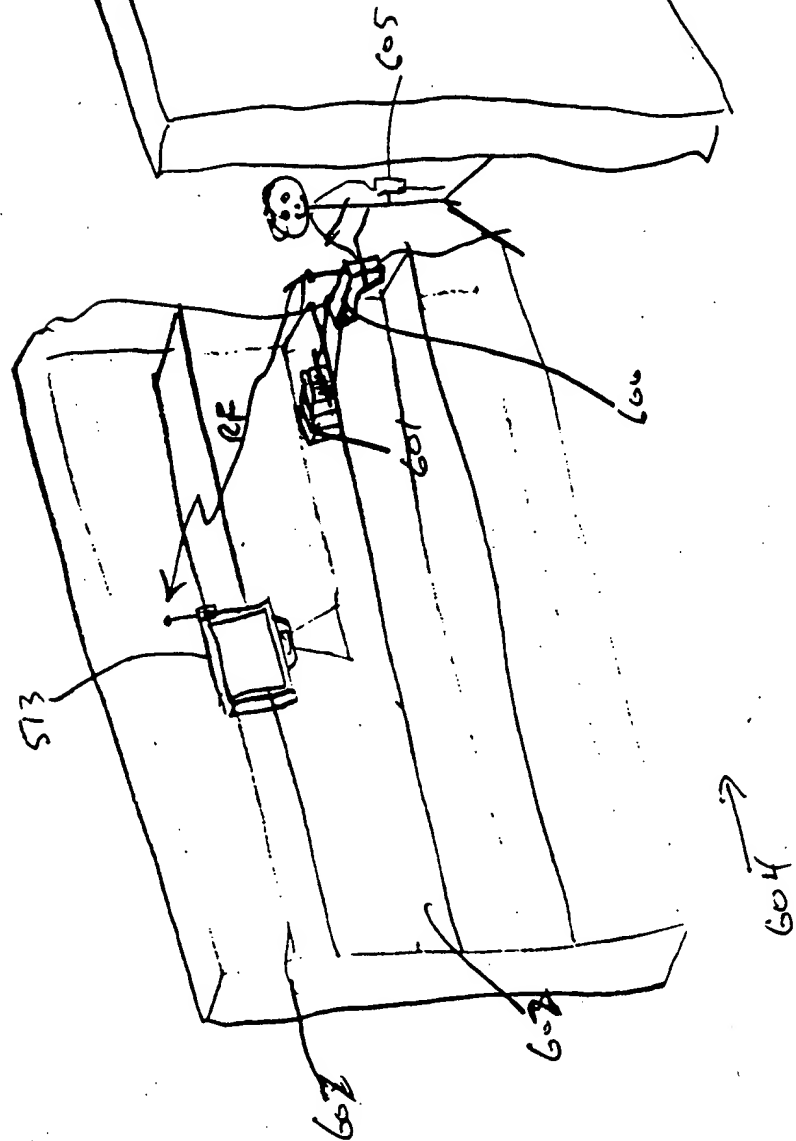


FIG. 23

1A9/123

Induce CPI Kiosk into its "Manufacturers
Aisle/Shelf Rights/Privileges" Registration
Mode

A

Read the UPC symbol on each product
in the aisle/shelf in which the kiosk
is installed so as to register the
product and/or manufacturer thereof
as having aisle/shelf rights/privs.
with respect to displaying ads and/or
promotions on the kiosk

B

FIG. 24A

Induce CPI Kiosk into its
"Manufacturers Aisle/Shelf Rights/
Privs." Registration Mode

A

Enter into the kiosk (or system) the
trademark carried by each consumer
product in the aisle/shelf in which
the kiosk is installed so as to register
the product and/or mfg. thereof as
having aisle/shelf rights/privs. with respect
to displaying ads and/or promotions on
the kiosk

B

FIG. 24B

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002111 84851200

DATA-PROCESSING METHOD CARRIED OUT ON CPI REQUESTS MADE BY
CONSUMERS FROM PHYSICAL RETAILER-BASED CPI KIOSKS IN ACCORDANCE
WITH THE PRINCIPLES OF THE PRESENT INVENTION

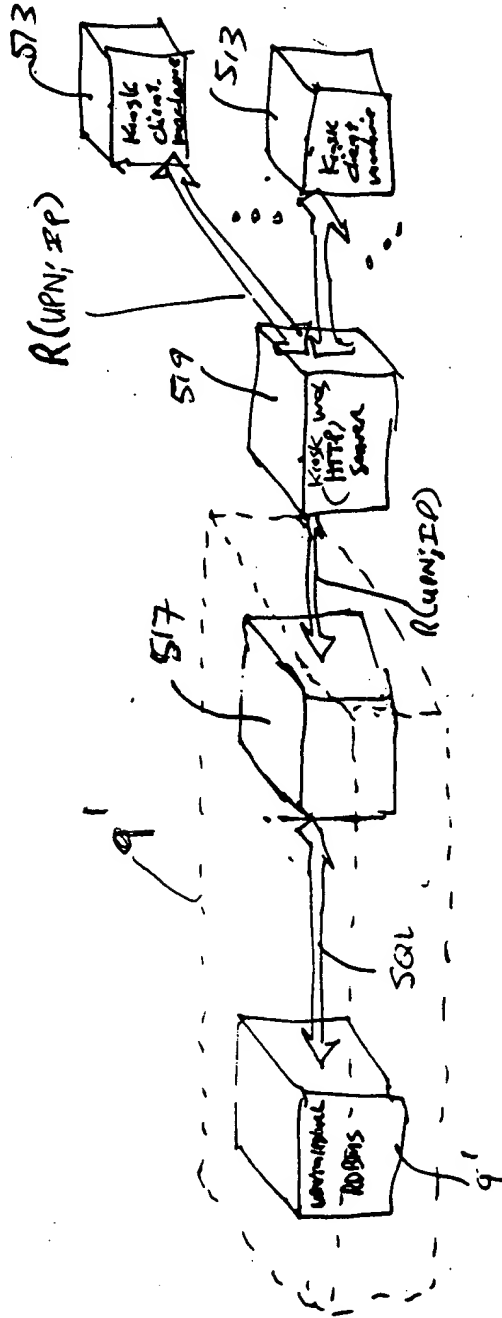


FIG. 25

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DATA Filtering on CPI Requests
MADE FROM Physical KIOSKS Deployed in A Retailers Store

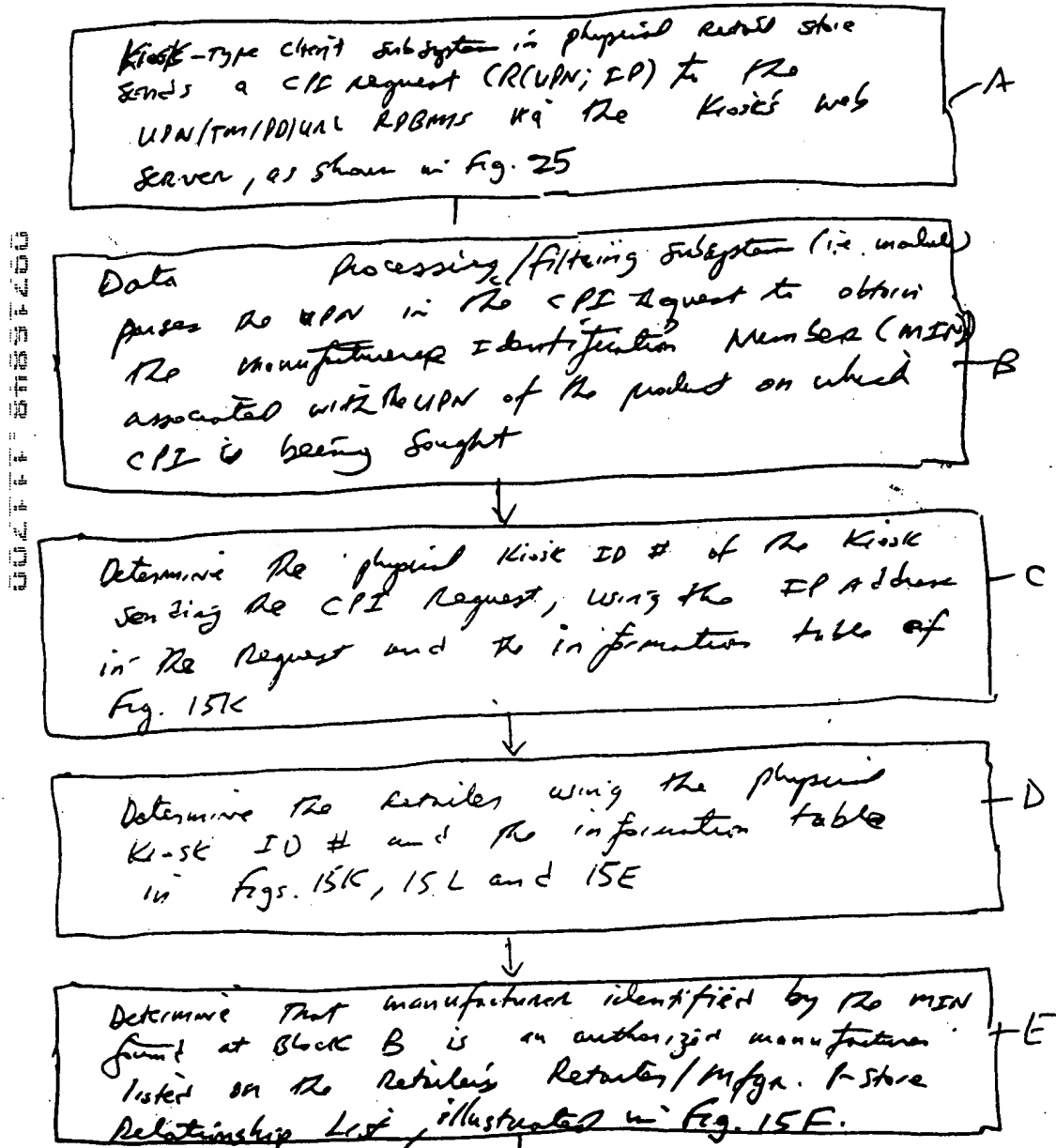


FIG. 26A (A)

(A)

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F

If manufacturer identified by the obtained MTN
is on the Retailer/mfgn. P-Store Relationship
list, then transmit CPI Search Results
to the Kiosk-based client machine making the
CPI Request



G

If manufacturer identified by the obtained MTN
is not on the Retailer/mfgn. P-Store
Relationship list, then do not transmit
CPI Search Results to the Kiosk-based
client machine making the CPI Request

FIG. 26B

0021181851200

DATA-PROCESSING METHOD CARRIED OUT ON CPI REQUESTS MADE BY
CONSUMERS FROM VIRTUAL-TYPE RETAILER-BASED CPI KIOSKS IN
ACCORDANCE WITH THE PRINCIPLES OF THE PRESENT INVENTION

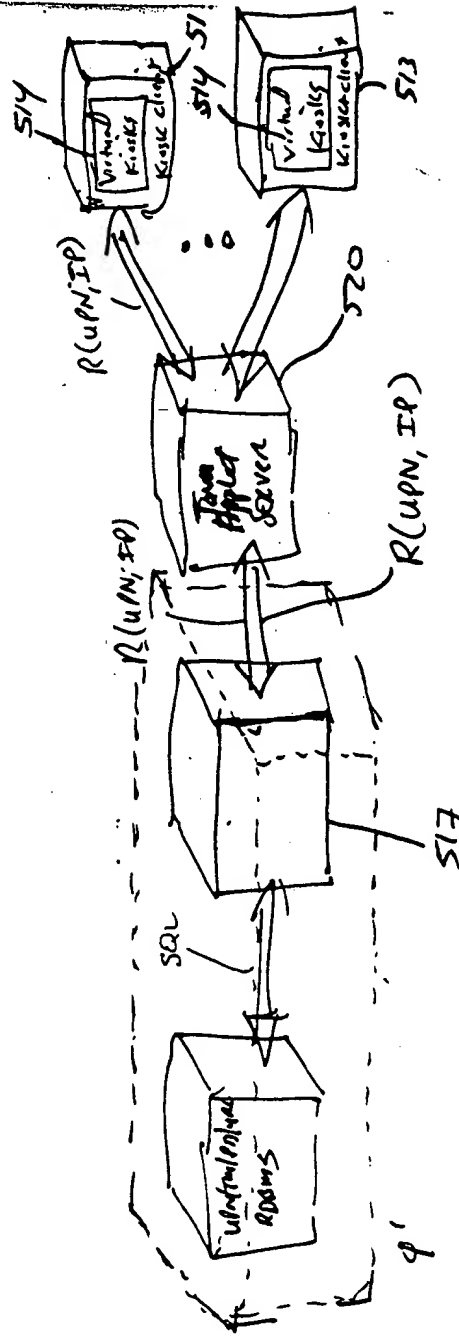


FIG. 27

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Data Filtering on CPI

Requests Made From Virtual (App-enabled) Kiosks
Deployed at an E-tailer's WWW site or E-store

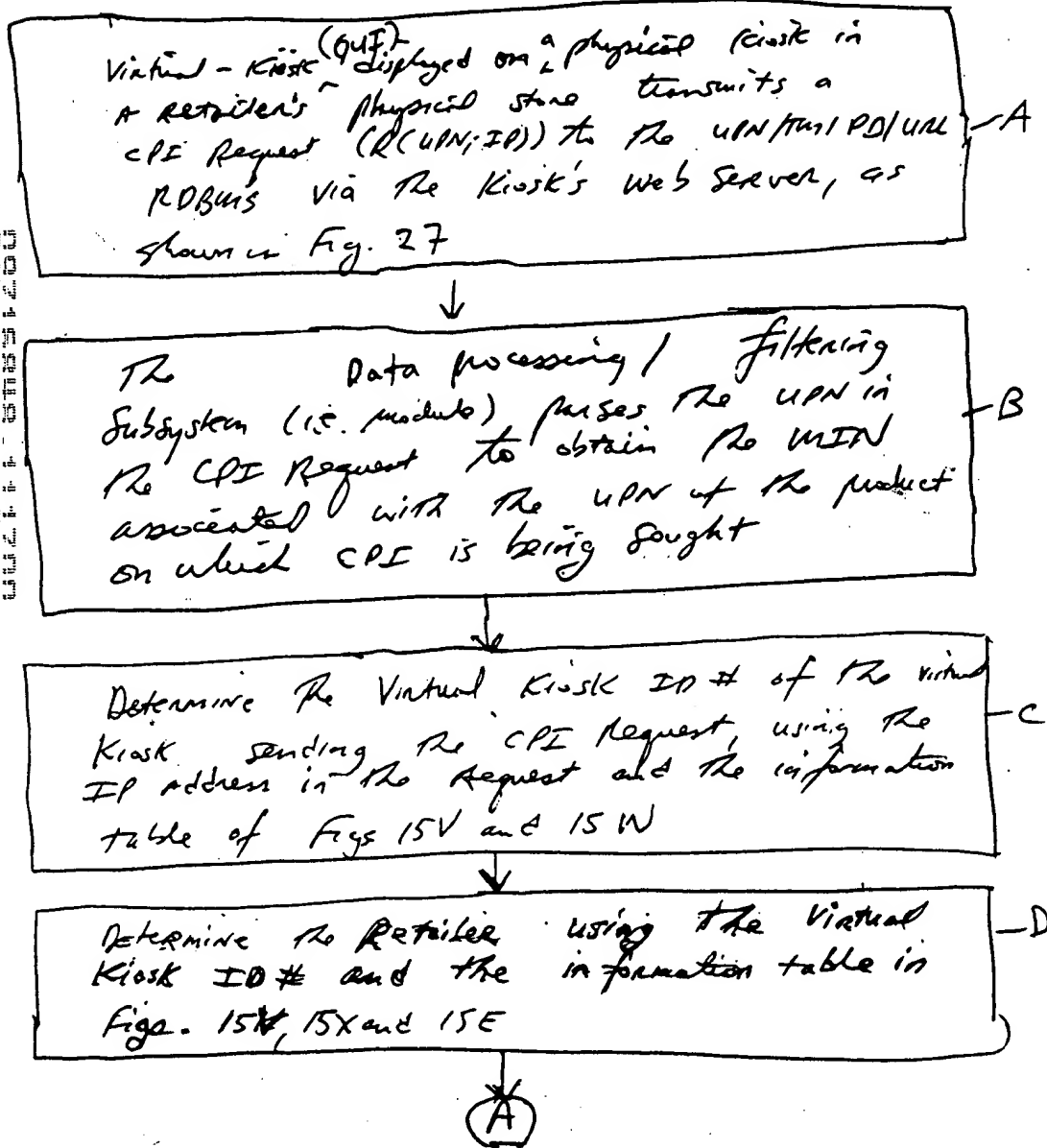


FIG 28A

(A)

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Determine that manufacturer identified by the MIN found at Block B is an authorized manufacturer listed on the Retailer's Retailer/Mfg. P-store Relationship List illustrated in Fig. 15F

E

If the manufacturer identified by the obtained MIN is on the Retailer/Mfg. P-store Relationship List, then transmit CPI Search Results to the Kiosk-based client machine making the CPI Request

F

If the manufacturer identified by the obtained MIN is not on the Retailer/Mfg. P-store Relationship List, then do not transmit CPI Search Results to the Kiosk-based client machine making the CPI Request

G

00715848-111700

FIG. 28B

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Modes of Information Service in the Consumer Product Advertisement
Marketing, Programming, Management and Delivery Subsystem (502)

Advertisers

- Registration of Advertiser/Creation of Advertiser Account
- Log-in by Advertiser
- Display Kiosk Advertising Directory Identifying CPI Kiosks on Which the Advertiser is Authorized to Display Advertisements on Consumer Products
- Display Kiosk Advertising Directory Identifying CPI Kiosks on Which the Advertiser is Authorized to Display Advertisements on a Particular Brand or Brands of Consumer Product
- Register Kiosk Advertising Campaign to be Displayed on a retailer-Authorized Subnetwork of CPI Kiosks
- Build Kiosk Advertising Campaign by Placing Ad Spot Orders to Be Run on a Particular Subnetwork of CPI Kiosks
- Run and Display Kiosk Advertising Campaign on Retailer-Authorized Subnetwork of CPI Kiosks
- Modify Kiosk Advertising Campaign
- Monitor Performance of Kiosk Advertising Campaign

FIG. 29

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00215848-14700

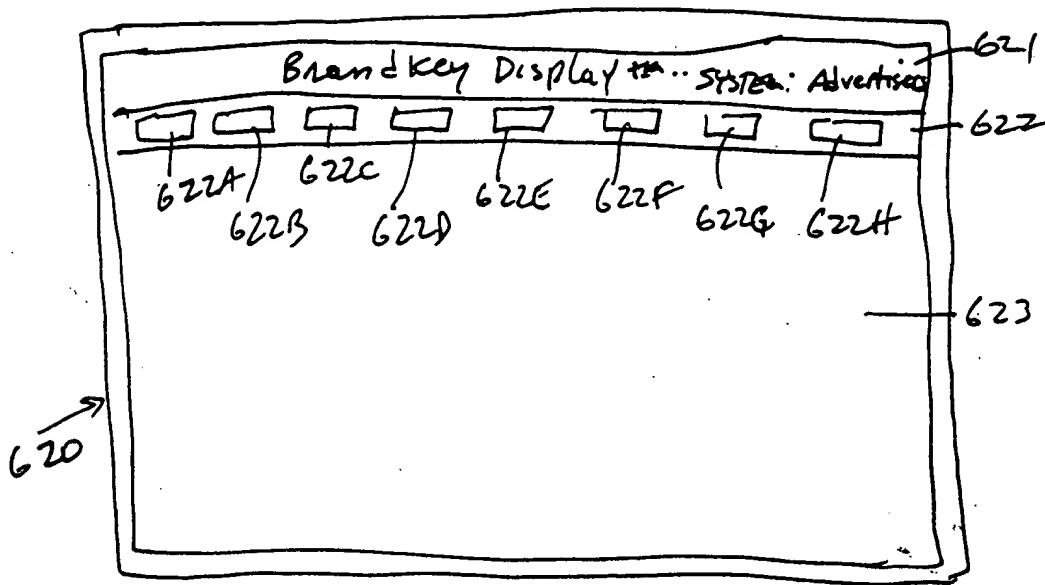


FIG. 30

DATA-PROCESSING METHOD APPLIED DURING THE GENERATION OF A
KIOSK
ADVERTISING DIRECTORY IDENTIFYING A DEPLOYED
NETWORK OF PHYSICAL AND VIRTUAL TYPES OF RETAILER-BASED CH
KIOSKS ON WHICH PARTICULAR ADVERTISERS AND ADVERTISING AGENTS
ARE AUTHORIZED BY RETAILERS TO DISPLAY PRODUCT ADVERTISEMENTS,
IN ACCORDANCE WITH THE PRINCIPLES OF THE PRESENT INVENTION

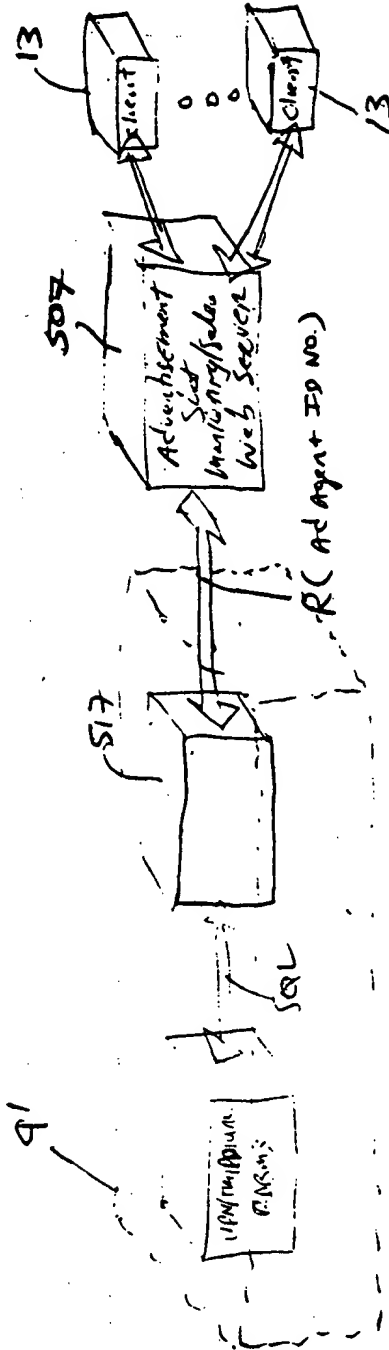


FIG. 31

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**DATA PROCESSING METHOD FOR GENERATING A GENERAL KIOSK
ADVERTISING DIRECTORY WHICH INCLUDES ONLY (PHYSICAL AND
VIRTUAL) KIOSKS ON WHICH THE REGISTERED ADVERTISER IS
AUTHORIZED BY RETAILERS TO PLACE AD SPOT ORDERS FOR
EXECUTION AND DISPLAY**

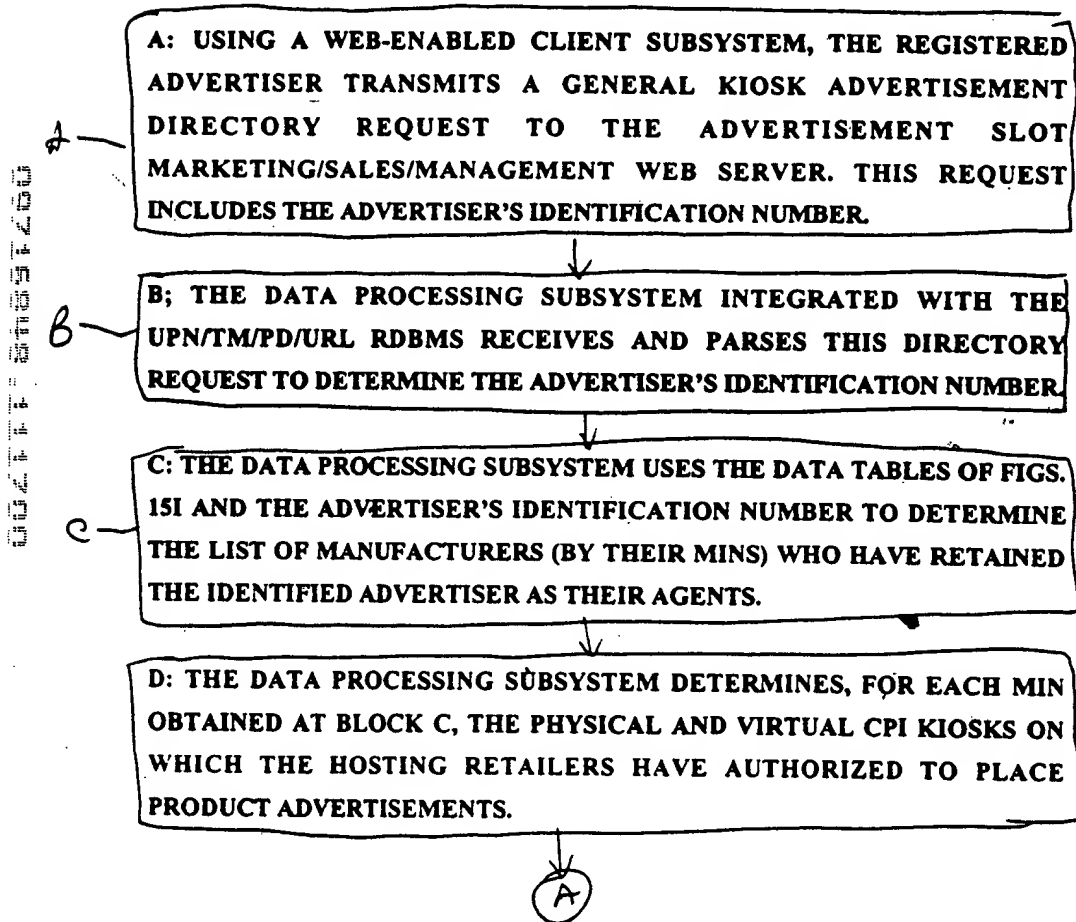


FIG. 32A

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(A)
↓

E: THE DATA PROCESSING SUBSYSTEM USES THE ASCERTAINED MINS AND MANUFACTURER AISLE/SHELF RIGHTS/PRIVILEGES RECORDED WITHIN THE UPN/TM/PD/URL RDBMS TO DETERMINE THOSE PHYSICAL AND VIRTUAL CPI KIOSKS ON WHICH THE ADVERTISER MAY ORDER ADVERTISEMENTS ABOUT PRODUCTS OF MANUFACTURERS WHO HAVE BEEN GRANTED SUCH RIGHTS/PRIVILEGES. THIS LIST OF PHYSICAL AND VIRTUAL CPI KIOSKS IS THEN COMPILED TO PRODUCE THE GENERALIZED KIOSK ADVERTISEMENT DIRECTORY FOR TRANSMISSION TO THE REQUESTING ADVERTISER.

FIG. 32B

00215010 11 1700

DATA-PROCESSING METHOD APPLIED DURING THE GENERATION OF

ADVERTISING DIRECTORY IDENTIFYING A DEPLOYED
KIOSK NETWORK OF PHYSICAL AND VIRTUAL TYPES OF RETAILER-BASED OF
KIOSKS ON WHICH A PARTICULAR ADVERTISER OR ADVERTISING AGENT IS
AUTHORIZED BY KIOSK-HOSTING RETAILERS TO DISPLAY PRODUCT
ADVERTISEMENTS REGARDING A PARTICULAR BRAND OF UPN-INDEXED
CONSUMER PRODUCT IN ACCORDANCE WITH THE PRINCIPLES OF THE
PRESENT INVENTION

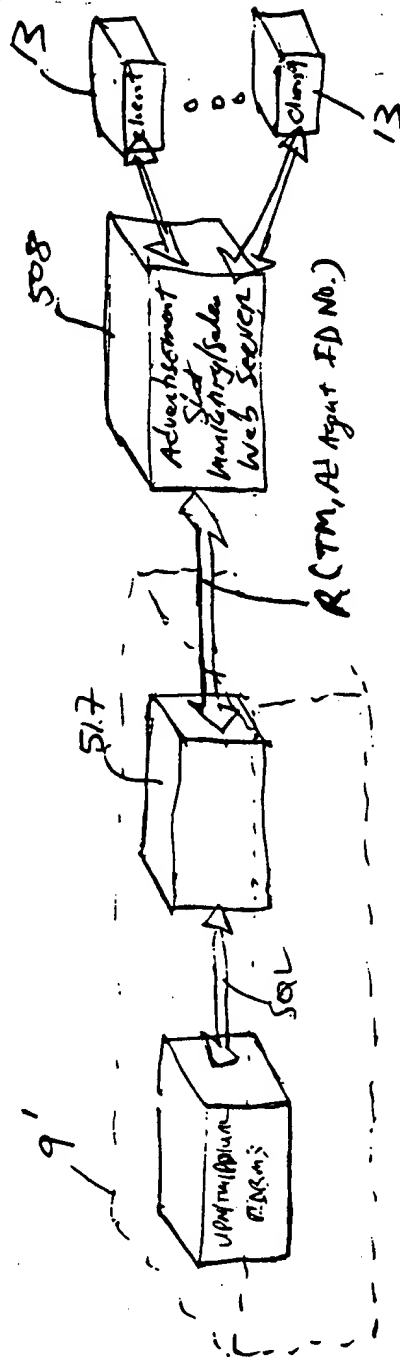


FIG. 33

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**DATA PROCESSING METHOD FOR GENERATING FOR
GENERATING A BRAND KIOSK ADVERTISING DIRECTORY WHICH
INCLUDES ONLY (PHYSICAL AND VIRTUAL) KIOSKS ON WHICH
THE REGISTERED ADVERTISER IS AUTHORIZED BY RETAILERS
TO PLACE AD SPOT ORDERS FOR EXECUTION AND DISPLAY.**

00712040-1-1-2009

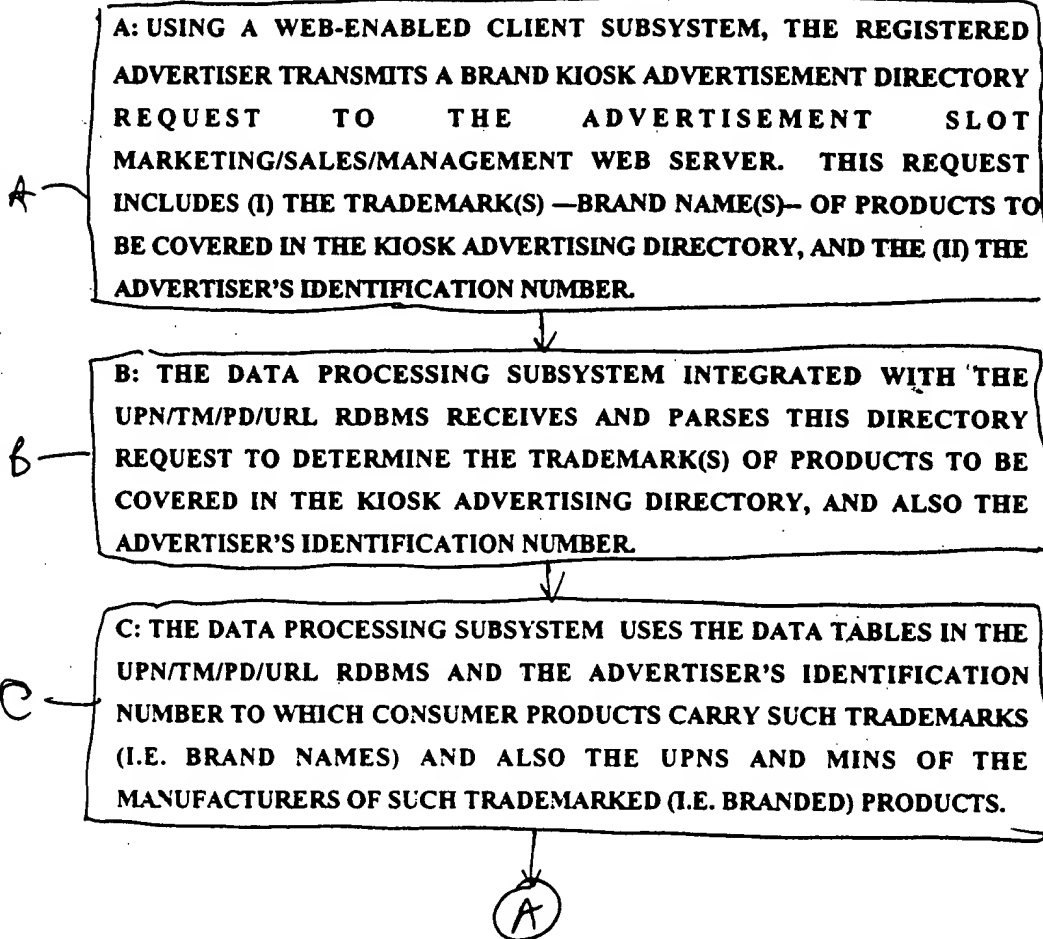


FIG. 34A

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D: THE DATA PROCESSING SUBSYSTEM USES THE MINS DETERMINED AT BLOCK C TO DETERMINE THE LIST OF PHYSICAL AND VIRTUAL CPI KIOSKS IN WHICH MANUFACTURERS IDENTIFIED BY SAID MINS HAVING AISLE/SHELF RIGHTS/PRIVILEGES TO DISPLAY PRODUCT ADVERTISEMENTS.

E: THE DATA PROCESSING SUBSYSTEM USES THE LIST OF CPI KIOSKS ASCERTAINED AT BLOCK D TO COMPILE THE GENERALIZED KIOSK ADVERTISEMENT DIRECTORY FOR TRANSMISSION TO THE REQUESTING ADVERTISER.

FIG. 34B

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Modes of Information Service in the Consumer Product Promotion Marketing.
Programming, Management and Delivery Subsystem (503)

Promoters

- Registration of Promoter/Creation of Promotion Account
- Log-in by Promoter
- Display Kiosk Promotional Directory Identifying CPI Kiosks on Which the Promoter is Authorized to Display Promotion on consumer Products
- Display Kiosks on Which the Promoter is Authorized to Display promotions on a Particular Brand or Brands of Consumer Products
- Register Kiosk Promotion Campaign to be Displayed on a Retailer-Authorized Subnetwork of CPI Kiosks
- Run and Display-Kiosk Promotion Campaign on Retailer-Authorized Subnetwork of CPI Kiosk Subnetwork
- Modify Instituted Kiosk Promotion Campaign
- Monitor Kiosk Promotion Campaign

FIG. 35

002111-01551200

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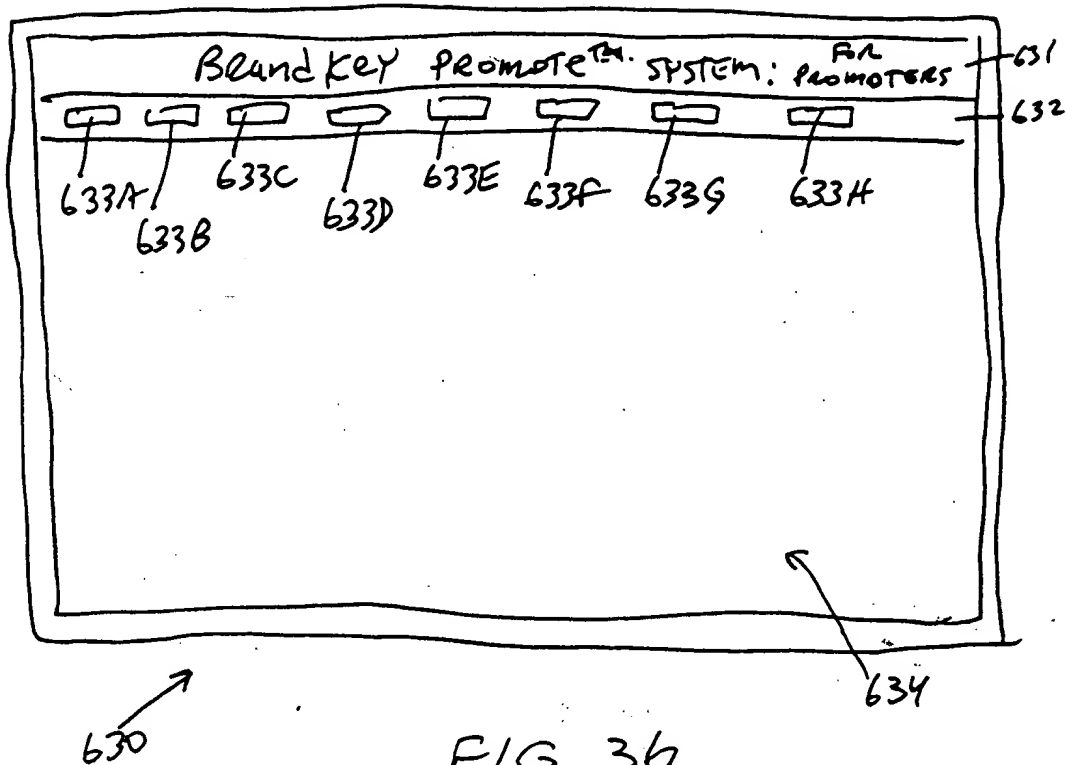


FIG. 36

DATA-PROCESSING METHOD APPLIED DURING THE GENERATION OF A
KIOSK PROMOTION DIRECTORY IDENTIFYING A DEPLOYED
NETWORK OF PHYSICAL AND VIRTUAL TYPES OF RETAILER-BASED CFI
KIOSKS ON WHICH PARTICULAR PROMOTERS AND PROMOTIONAL AGENTS
ARE AUTHORIZED BY RETAILERS TO DISPLAY PRODUCT PROMOTIONS IN
ACCORDANCE WITH THE PRINCIPLES OF THE PRESENT INVENTION

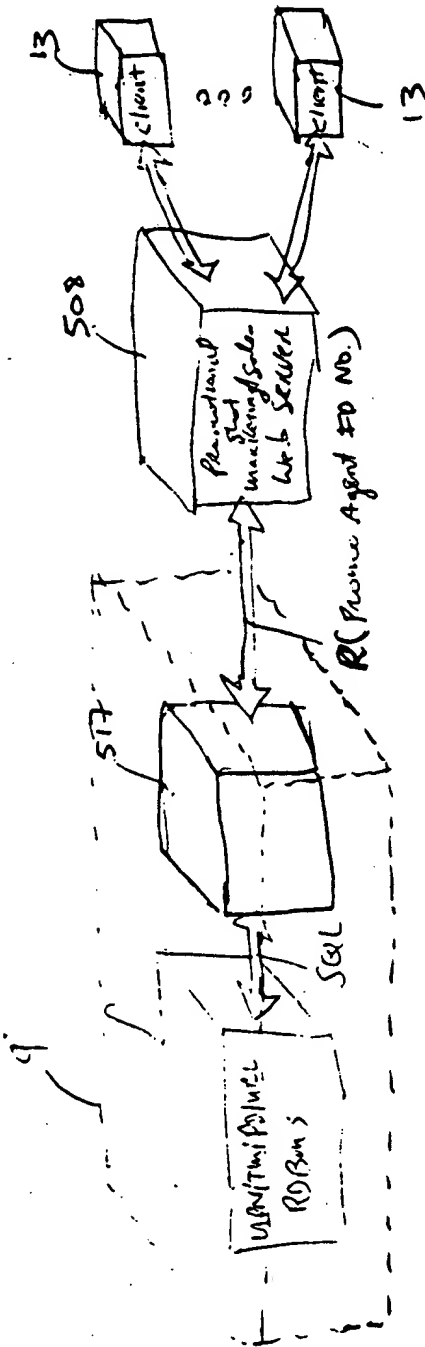


FIG. 37

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**DATA PROCESSING METHOD FOR GENERATING A GENERAL KIOSK
PROMOTION DIRECTORY WHICH INCLUDES ONLY (PHYSICAL AND
VIRTUAL) KIOSKS ON WHICH THE REGISTERED PROMOTER IS
AUTHORIZED BY RETAILERS TO PLACE PROMO SPOT ORDERS FOR
EXECUTION AND DISPLAY**

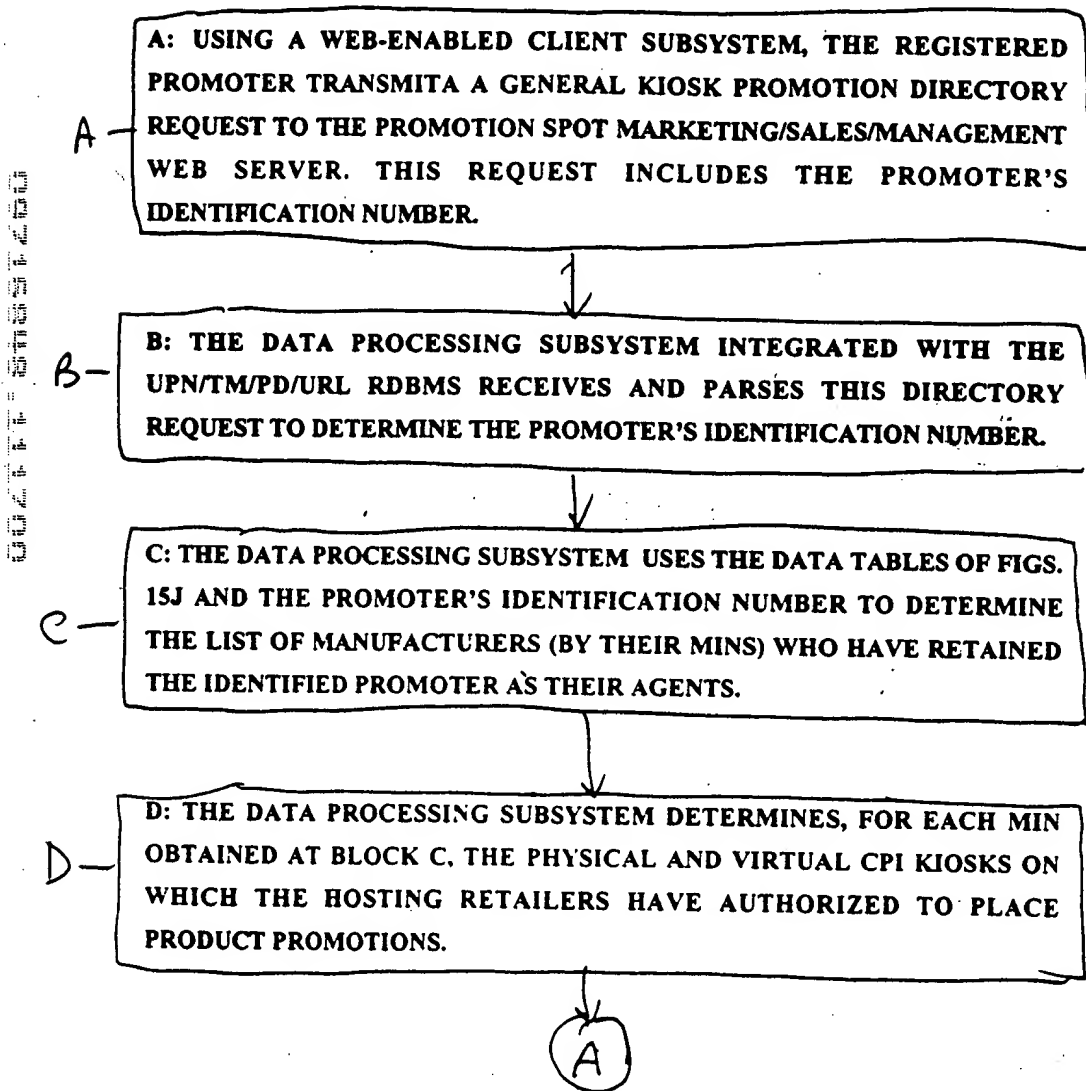


FIG. 38A

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E — E: THE DATA PROCESSING SUBSYSTEM USES THE ASCERTAINED MINS AND MANUFACTURER AISLE/SHELF RIGHTS/PRIVILEGES RECORDED WITHIN THE UPN/TM/PD/URL RDBMS 9' TO DETERMINE THOSE PHYSICAL AND VIRTUAL CPI KIOSKS ON WHICH THE PROMOTER MAY PLACE PROMOTIONS ABOUT PRODUCTS OF MANUFACTURERS WHO HAVE BEEN GRANTED SUCH RIGHTS/PRIVILEGES. THIS LIST OF PHYSICAL AND VIRTUAL CPI KIOSKS IS THEN COMPILED TO PRODUCE THE GENERALIZED KIOSK PROMOTION DIRECTORY FOR TRANSMISSION TO THE REQUESTING ADVERTISER.

FIG. 38B

00014508 11700

DATA-PROCESSING METHOD APPLIED DURING THE GENERATION OF A KIOSK PROMOTION DIRECTORY IDENTIFYING A DEPLOYED NETWORK OF PHYSICAL AND VIRTUAL TYPES OF RETAILER-BASED CT KIOSKS ON WHICH A PARTICULAR PROMOTER OR PROMOTIONAL AGENT IS AUTHORIZED BY KIOSK-HOSTING RETAILERS TO DISPLAY PRODUCT PROMOTIONS REGARDING A PARTICULAR BRAND OF UPN-INDEXED CONSUMER PRODUCT IN ACCORDANCE WITH THE PRINCIPLES OF THE PRESENT INVENTION

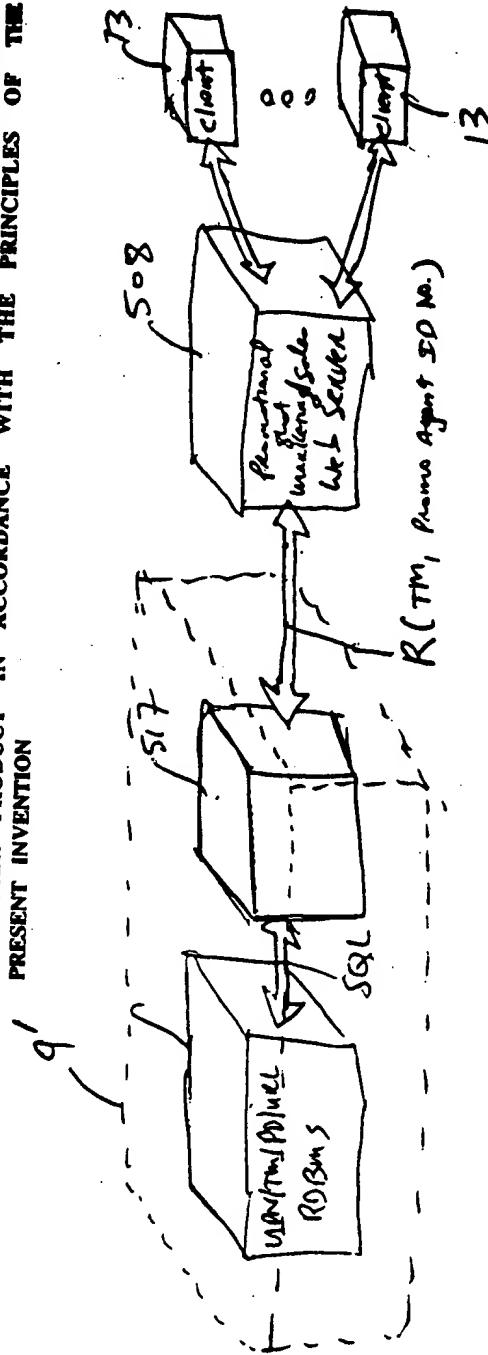


FIG. 39

[illegible]

A

B

9





FIG. 40A

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(A)

E: THE DATA PROCESSING SUBSYSTEM USES THE LIST OF PHYSICAL AND VIRTUAL CPI KIOSKS ASCERTAINED AT BLOCK D TO COMPILE THE GENERALIZED KIOSK PROMOTION DIRECTORY FOR TRANSMISSION TO THE REQUESTING PROMOTER.

FIG. 40B

physical multi-mode (CPI) kiosk

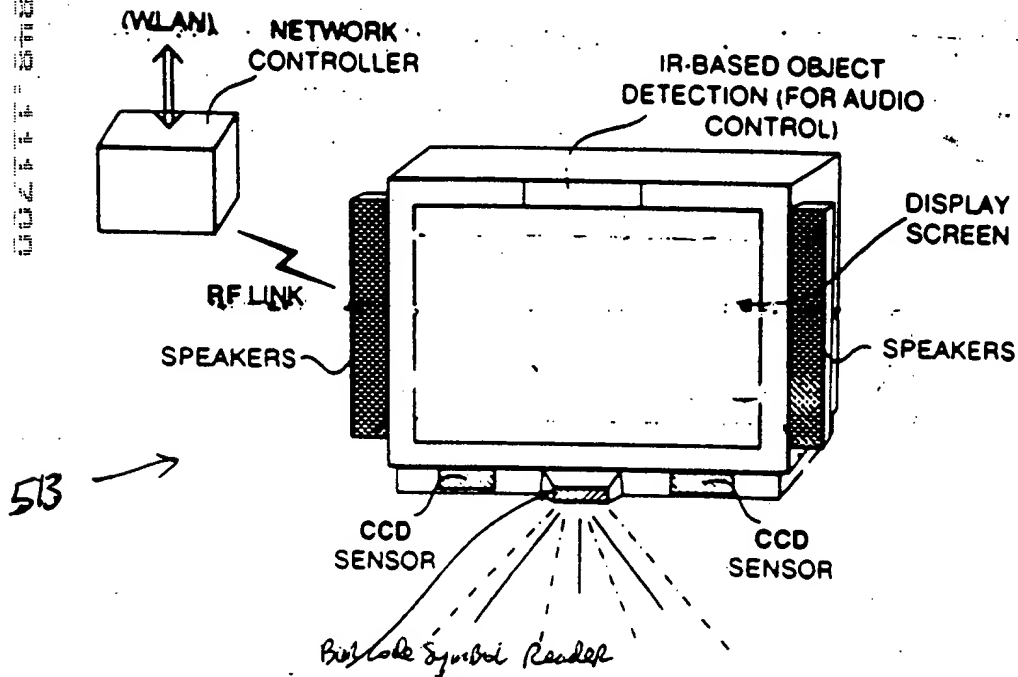


FIG. 41

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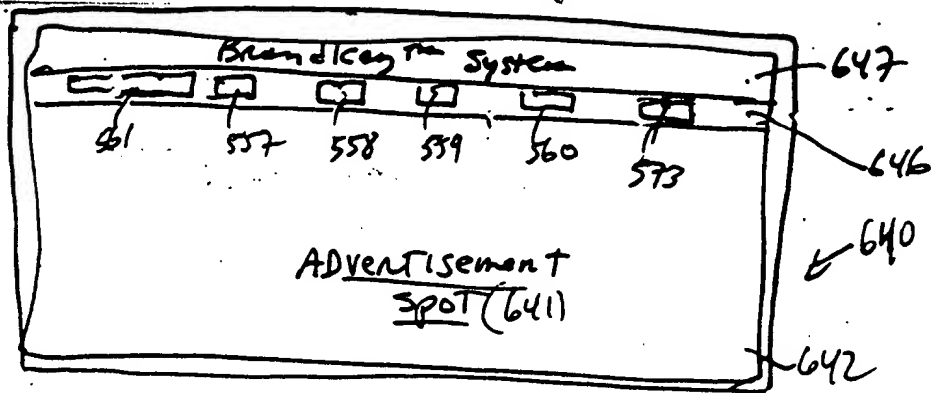


FIG. 42A

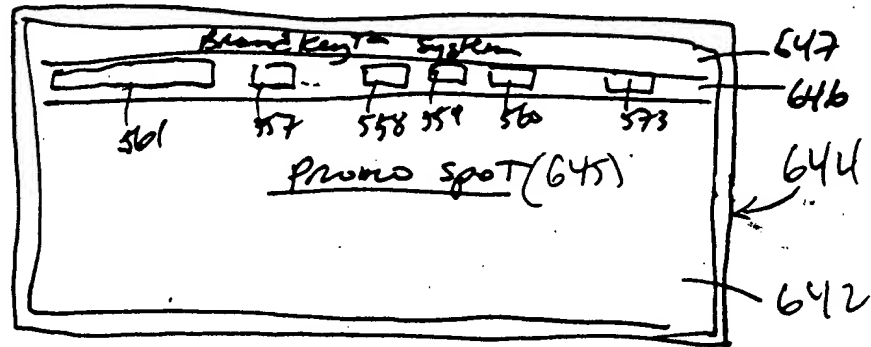


FIG. 42B

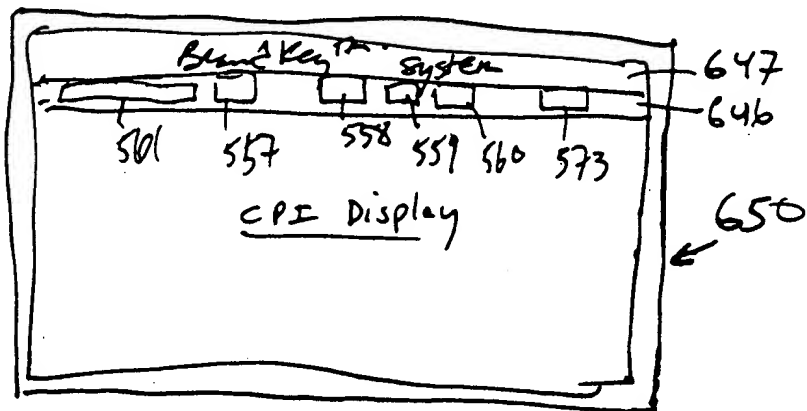


FIG. 42C

00715048-141700

The BrandKey™ System Architecture (2')

BrandKey Create™, BrandKey Display™, BrandKey Promote™ and BrandKey Request™ Subsystems (509, 502, 503, 504)

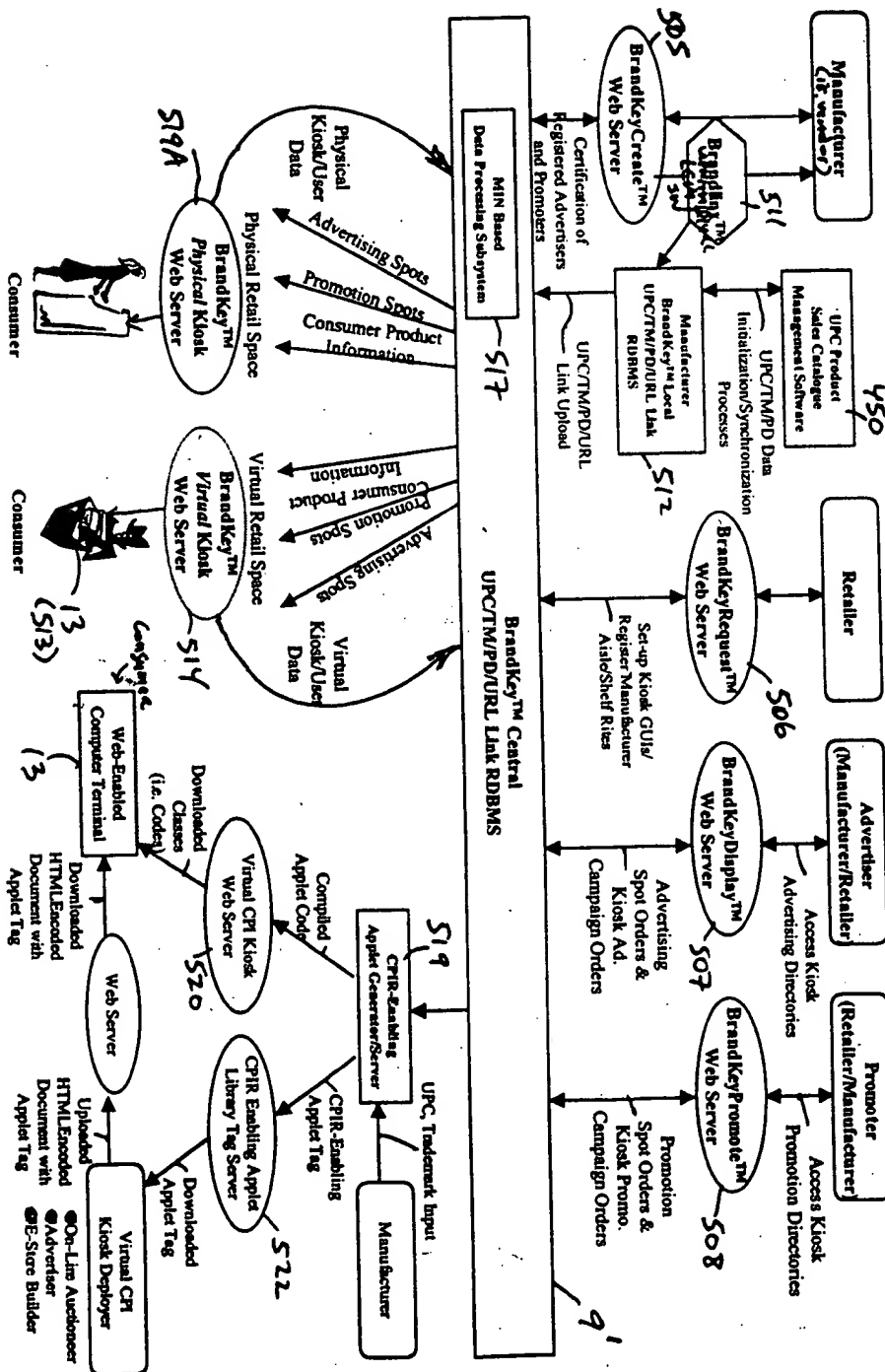


FIG. 43